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Globe

Sunday Magazine, August 10, 1969

Jim Did It

Sign company's ubiquitous art forms
sprinkle the urban skyline. By Robert
Taylor. Page 8.

'Salesman's' Salesmen

Life will never be the same again for
the Boston pitchmen who played them-
selves in the Maysles brothers' real-
life film. By Caryl Rivers. Page 14.

Joe Willie

Beaver Falls neighbors talk about the
kid across the street. By Bill Braucher.
Page 24.

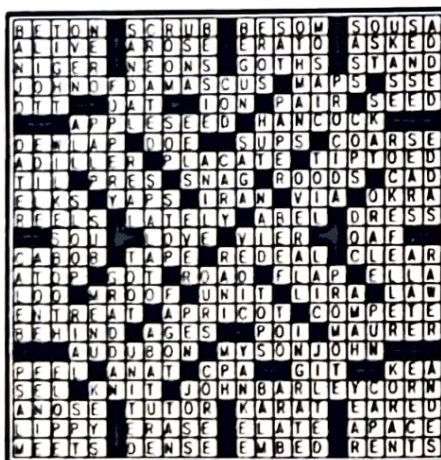
FEATURES

Ask Beth 3 Ask the Globe 5
Crossword 31



This multi-exposure shot of Chinatown's signs at
night was taken by Robert B. Gorrill of Squantum.
Jim Did It did most of them. See Page 8.

William Cardoso, editor
Gene Brackley, associate editor
Fortunato C. Rosa, layout editor



Today's
Solution

Ask Beth



- Don't Sit Home
- Note to Mother?
- Enjoy Learning

Dear Beth:

I am fifteen and am going with a boy in the army. Before he entered the service I told him that I wouldn't go out with anyone else. However, after a while I got a phone call from a boy I used to like who asked me to go someplace and I said I would. Since then he has taken me out quite a lot. Do you think I should stop seeing him? Or should I tell Billy about it? Am I doing wrong?

Angie

Dear Angie:

A girl of fifteen is too young to sit home and wait two years or more while her boyfriend is in the service. Go ahead and have fun. You certainly should tell Billy, though as tactfully as you can. It would be nice to keep up your correspondence with Billy, too, if he wants you to. If you were 21, and if he were just going into battle, it would be cruel to send him a "Dear John" letter. But under the present circumstances, I don't think you are doing wrong, and Billy must understand that you need some social life.

Dear Beth:

I am 12 and afraid to ask my mother to explain to me about menstruation. My parents both work so I don't see very much of my mother.

Afraid

Dear Afraid:

I am sure your mother would be very distressed if she knew you were scared to ask her about menstruation. However, she may be one of the many parents who are reluctant to bring up any subject that has to do with sex, so naturally you would feel nervous about talking to her. Could you write her a note, saying that you are old enough to start menstruating at any time, and would like to have more information on the subject? If not, and you have no older sister or friend who can enlighten you, you had better go to the library. There are several good books written just for the purpose of explaining the facts of life to young people.

Dear Beth:

I am starting to take swimming lessons soon. I have been practicing how to swim, but I have had a foam rubber belt around my waist so I won't sink. I am scared to take it off. I am scared of my swimming lesson. I'm scared to tell my parents.

Worried

Dear Worried:

Don't be scared of your lessons. The teachers know you can't swim, or you wouldn't be there.

Don't be scared you will sink—the teachers will show you easy ways to float.

And you don't need to tell your parents anything, because you are going to enjoy learning to swim after all!

Ask Beth,

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Ask the Globe

Q—What has become of Jack Haley, the Boston-born "Tin Man" we enjoy so much every time the movie "The Wizard of Oz" is revived.—A. S., Dorchester.



A—Jack, now 66, who entertained an older generation often on stage and screen with humor and dance, is now a wealthy real estate man in Southern California. A personal reply follows.

Dear Editor:

I received your note re: "Ask the Globe" and I was immediately infected with nostalgia. When the Globe was 2 cents a copy the help wanted page was hung out in front of the building, under glass, for those of us (unemployed) who had not the two pennies.

It was in that manner that I obtained my first job; office boy for Russell-Moore & Russell, attorneys. Across from the Globe was Pie Alley. I remember a lunch room there, where we could buy a plate of beans, bread and butter, coffee and a piece of pie for 8 cents. Shades of inflation.

Now, to answer your question as to my activities. I have been in Land Subdivision for the past 10 years (successfully). My endeavors theatrically consist of a visit with Merv Griffin or Joey Bishop. Four weeks ago I was on the Jackie Gleason Show.

My son Jack Jr. is directing his first major film assignment, starring Glen Campbell and Kim Darby, called "Norwood" under the aegis of Paramount Pictures. He wishes me to play a part in it. I haven't made up my mind as yet.

Some performers cling to their art until the finish. They die with their theatrical boots on, so to speak. I find the world filled with varied and fascinating interests. I do not belong to the, "There's No Business Like Show Business" cult. But I do a great deal of after dinner speaking at charitable dinners and being a Catholic and Knight of Malta, they keep me very busy.

I have never lost my love for Boston. Maybe it is the memory of the hardships and impoverishment which I experienced there. Then it also could be the dreams which I framed there. Dreams that came to fruition in the world of entertainment. Who knows the philosophy of it. All I know is the warmth of the memories still linger, and are easily triggered, as your Boston Globe letterhead precipitated the Pie Alley one, above.

Regards,

Jack Haley

Q—A few weeks ago I read that some communities were accepting credit cards in payment of taxes. What states allow this?—M. K., Reading.

A—The practice of offering your credit card for real estate taxes is fairly routine in the state of Washington, and in a few localities in California where banking laws are broader than in this region.

Q—In what geographic setting are suicides least likely to occur?—C. M., Lowell.

A—One suicide expert believes that people living on the sea coast are least likely to take their own lives.

Got a question? Phone 288-1515 or write Ask the Globe, Boston Globe, Boston, Mass. 02107. This feature also appears daily in the Evening Globe.

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JIM DID IT

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JIM DID IT

Emblems signs omens

JIM DID IT

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JIM DID IT

The furniture of our environment.

WHEN, around 1910, Marcel Duchamp exhibited a snow shovel and labeled it sculpture, high-class statues hitched up their togas and shuddered on their pediments. Duchamp sought to restore art to the realm of the intellect. For a millenium, people had been treating art as a religion of sacred objects. Duchamp demolished the cult of the sacred object (vestigial rites occur now and then, a Mona Lisa is imported and thousands line up to venerate a picture that has absolutely nothing in common with the picture—erased by time—the artist himself painted). Duchamp shattered barriers and, ever since, the field of formal sculpture has been the turf of anachronism. The most radical-seeming sculptors of our period, Calder, David Smith, Picasso, are all makers of sacred objects, and thus throwbacks to ancient history. The real sculpture of today is environment.

It's free, simply look around: Route One in Saugus, say. *Santa Barranza!* Crowded by demoniacal drivers, you don't always have time to savor the variety of modern

Robert Taylor and Gilbert Friedberg are on the staff of Globe Magazine.

art alongside the highway, but you might see, by virtue of parallax, figurative works—the orange dinosaurs of a miniature golf course and the brindle herd of the Hilltop restaurant (objects, true, *secular* objects), the abstract archways of a McDonald's hamburger grotto, and signs.

FOR better or for worse, who can segregate art from life? A masterpiece today is only a signature. What's happening in western society beggars the work of image-mongers. Today's artists employ the elements, light, air, earth, water; soon enough somebody will find an aesthetic use for smog.

Compared with the pace of life in 1969, the pace of official fine art is stumbling. Some artists try to update subjects, but there never has been a show of electronic art to compare with the neon-and dusk fantasies of the nearest shopping center, no museum costume gallery half as interesting as the plumage of teen-agers, no space in mural painting large enough for the allez-oop of weightless cosmonauts.

Nevertheless, here and there modern artists sustain the old handcraft fine art

continued



Ber Tiomkin, designer at Jim Did It, concocts just the right color.

Story by Robert Taylor

Photos by Gilbert Friedberg



Top, John J. Thompson, president (left), and Harold Yaeger, vice president of sign company. Left, sign of Golden Phoenix in Framingham. Above, Hugo Carlson, who has worked for the firm since 1929.

Free:

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It's two exciting games in one, with all the characters just as they appear in Walt Disney's great movie "Peter Pan." Your kids will love it!

To get your game, look for the display at your grocery store during the month of August. Your grocer can help you find it. The games will be right on the display. Pick one up free when you buy the Hunt-Wesson products pictured



at right. (OR send the labels from a bottle of Wesson Oil and a bottle of Hunt's Catsup plus the codes from two cans of Hunt's Tomato Sauce with 25¢ for handling to:

Hunt-Wesson Foods, P. O. Box 1832, Costa Mesa, Calif. 92626.) Hunt now for your free Peter Pan ... that's the name of the game.

See Walt Disney's great movie
"Peter Pan" at your local theater.

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There never has been a show of electronic art to compare with the neon-and-dusk fantasies of the nearest shopping center

Jim Did It *continued*

traditions—not the Latin Quarter bohemians who cluster in communes as though it were still possible to warm their hands at the cold campfires of the avant-garde, but the people who scrawl the signatures, the workmen who put their John Hancock on the night and day, the sign-makers. Perhaps John Hancock is the wrong phrase in connection with the Jim-Did-It Sign Company of Allston, which blazoned the sign atop the Prudential building. This sign not surprisingly says PRUDENTIAL in letters 126 feet long and 12 and a half feet high. At the time, you may recall, there was quite a hassle about the need for a sign on the summit; the Prudential high command placed the problem in the hands of a qualified artist; and Jim did it.

WHO was Jim?

First a quick cut: let's visit the atelier of the master.

The Jim-Did-It Sign Company, a nondescript brick fortress on Cambridge Street in Allston, does not suggest that

continued

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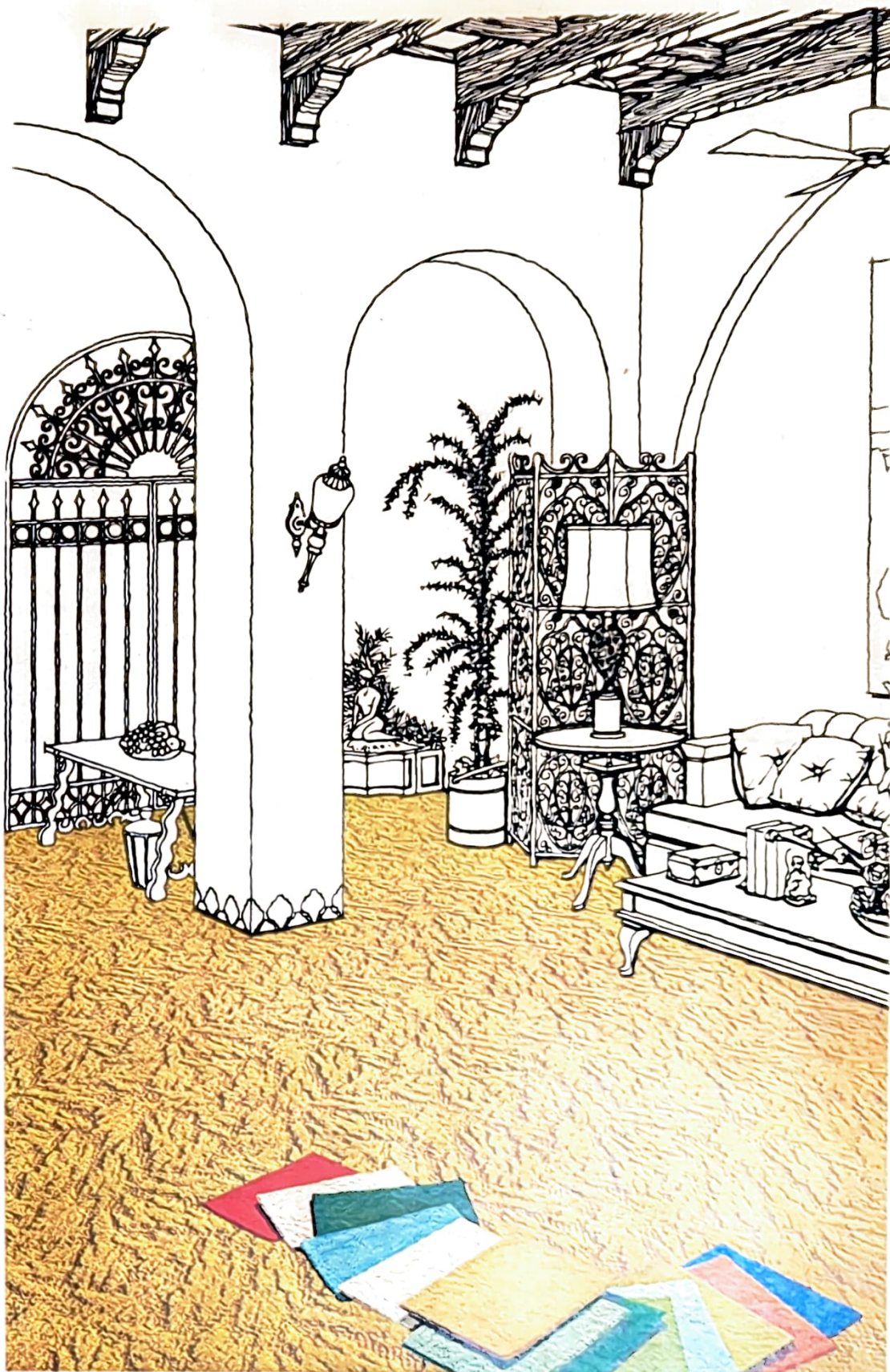
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Architects who a few years ago deemed signs a trifling detail, are now aware of them as an important design element.

Jim Did It continued

within its walls there is more going on to influence the visual perceptions of the citizenry of Boston than in all the graven images of all the sanctioned artists hereabouts. Unlike its principal competitors, Donnelly, and the University Sign Company, which are also in the outdoor advertising business, Jim does only signs. A seminal influence, as the art history professors might say: the ubiquitous and catchy trademark dots many a lackluster urban eye.

The main floor, functional and high-ceilinged, with a soot-flecked glass curtain wall, covers the approximate area of a football field. Signs loom, some with letters missing, phonemes and diphthongs, others upright as magistrates passing sentence. If you saw them in alien contexts, the foyer of a modern art museum perhaps, you might feel constrained to speak "monumentality" and "scale." There's a marvellous Community Opticians Sign, black eyeglasses on a marshmallow field that lights up in a heraldic blaze, a brooding sign from the Mini-Cost Car Rental in Park Square, which seems to ponder the disparity between the impressive size of the sign and the cost of the car. There's a sign, of white wood, flutings and scrolls, which ordinarily stands outside The Park Street Church, on Brimstone Corner; it bears the name of the former pastor, Dr. Harold Ockenga, and its materials and workmanship scrutinize the flamingo flash of plastic with a chaste rectitude.

"IN the old days we'd paint all over a building. We serviced corner grocery stores, the variety stores in Greater Boston. But now, of course, with neon and plastic, it's a completely different ballgame."

John J. Thompson, president and treasurer since 1951, in a short-sleeved shirt and snuff-dark trousers, a rugged man with a candid manner, surveys the motley panorama of signs, arms akimbo. He has 30 employees, members of the Building Trades, sheet metal men, electricians, sign painters, salesmen. "We have to sand this one down, clean it off," he says, placing a hand on The Park Street Church panel. "What's the date on it, boys? 1809? We found the date in the moulding yesterday."

Ambling through the plant, Thompson introduces his shop foreman, Aime Doyon; Cliff DePietro, an artist and plastic fabricator; Hugo Carlson, an artisan who has been with the firm since 1929. Jim-Did-It tends to suggest a family affair; most of the employees, like Thompson himself, who joined the company in 1935, are direct links to the legendary Jim.

"His name was Jim Bernstein, and he came from Brookline," Thompson recalls. "He was a sign painter: he painted all the ice cream stands on Revere Beach during

the early 1900s. And when he finished he put his trademark in the corner, Jim Did It. So that became his business when he was on his own, in 1908, on Washington Street in the South End, near the Cathedral. The year I arrived, I was master electrician. We moved to Brighton Avenue.

"Jim was killed, fishing off a bridge on the Cape, right after the war, November 11, 1945, I believe. It was a freak auto accident. This teen aged girl, she'd just gotten her license, was out in her car, Jim was standing there with two other men, fishing from this wooden bridge. Her wheel slewed, and as I understand it, she panicked and hit the gas and knocked him off the bridge, pinning him beneath the car which fell over at the same time. She was unhurt, so were the fellows who had been fishing with him."

SIGN making in the East and in the West differs, Thompson explains. Everything is fabricated by hand here, there are style books of lettering, and the thickets of regulations, labor requirements and civic ordinances grow denser in the East. In the West there is a strong accent on molded and pre-fab parts. The ambitious signs of places like Los Angeles and Las Vegas, colossi complementing buildings that mimic ice cream cones and Gothic pagodas, have not been popular in New England. Thompson speaks with muted nostalgia of Las Vegas. The nostalgia muted because Jim-Did-It also competed on bids with western outfits. For a sign man, though, Las Vegas is a lodestar. Paris used to exert the same pull on the artists of yesteryear.

"What would you consider your outstanding work?"

Thompson hesitates: "Pictures of words?"

"Pictures."

"The enamel and porcelain Reddy Killewatt we made for Kingston in the Bahamas."

Other jobs for which he feels special affection are the 65-foot-high cockatoo crests for the Adventure Car Hops, the revolving Shell service-station insignia, the signs on the Monticello in Framingham, and Tremont-on-the-Common. Not all these have room to carry the Jim-Did-It logo. Thompson is philosophical about criticisms, sympathizes with the desire for a natural environment, but feels that sign consciousness is the best compromise between conservation and art. Architects who, a few years ago, deemed signs a trifling detail, are now aware of them as an important design element.

"Every architect has his particular style," Thompson says. "Sam Rosenber does beautiful work for suburban shopping centers like Louis and Mr. Sid. He doesn't go in for neon or plastic. He insists on a lettering




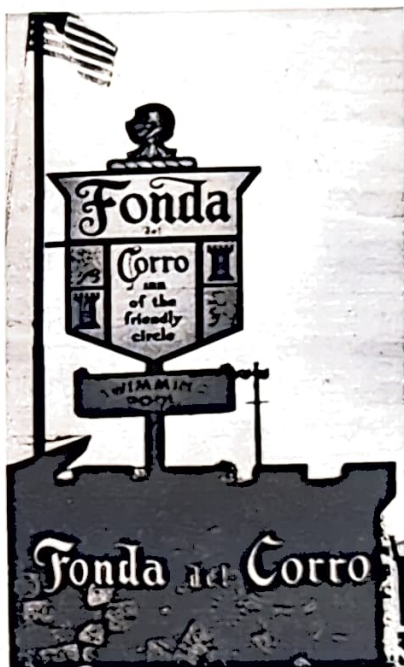
On the main floor, phonemes and diphthongs. Below, another of the company's products on Route 9.

that's all bulbs—feels it gives more tone to the kind of store he designs. Williams and Page, on the other hand, prefer plastic lettering in their Blanchard Liquor Stores. You get fine textures with it. Again it's suited to the client."

JIM DID-IT has a full-time designer whose concepts are translated from drawing-board to blueprint to stainless steel, aluminum and plexiglass. The firm specializes today in Chinese-Hawaiian restaurants, claiming more than 90 percent of Boston's Chinese trade, just as yesterday it used to specialize in street-corner spas. The Chinese client is generally a sophisticated and well-traveled restaurateur, who, in a dragon's-teeth terrain of signs, like Hong Kong or Tokyo, often sees vivid ideas for his establishment in Boston; and one of Thompson's tasks is explaining the precise limitations of the fire and building codes. Sometimes, however, ingenious compromises are effected, such as the grass roof of Bob Lee's Islander, which is actually a watercress of sheet-metal shavings, fluffed up and dyed.

"The way I look at it," Thompson observes, "you've got to maintain standards." He was standing next to a 60x8 foot **CHARLES ELECTRONIC SYSTEMS**, in the middle distance a cluster of 144 parking signs for the Burlington Mall and, far away, a tall lollipop batch of black-on-white plastic T emblems, which the company supplies to the Boston subway. "No beaverboard, cardboard or plywood—nothing ephemeral. You'll be surprised how sign-conscious you are when you leave here."

And he was right. Boston looked like a background, signatures everywhere, the city as a composition and the letters on the Prudential tower floating bold as Picasso's own autograph. 



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ON A WALL—
WE HAVE IT"

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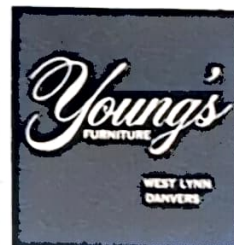


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'Salesman's' Salesmen



Paul Brennan makes his pitch.

PAUL BRENNAN, 56, actor, ex-Bible salesman, more recently ex-aluminum siding salesman: "I read this article in Readers Digest about a woman 82 years old who flew her own plane. Now, that woman has a lot of guts. If I toss my gauntlet into the ring, maybe I'll get hurt. But you have to do your own thing. I got to do it again to prove to myself I can do it."

Paul Brennan, remembered vividly as the focus of the remarkable non-fiction film "Salesman," his confidence failing, his will deserting, seeming to crumble in front of the camera as curled Florida housewives resist his repeated attempts

Caryl Rivers teaches news writing at Boston University. She lives in Winthrop.

Life will never be the same for the Boston actors in the Maysles brothers' nitty-gritty real-world movie.

By Caryl Rivers

to sell them a \$49.95 washable vinyl-covered Catholic Bible. The same Paul Brennan, in the flesh, jaunty in green shirt and tie, matching green breast pocket handkerchief and socks, pale blue eyes crackling with enthusiasm, telling you he has an agent, a manager, a lawyer, and an accountant now.

The Paul Brennan of the film immediately stirs echoes of Willy Loman, the tragic hero of Arthur Miller's "Death of A Salesman." The filmmakers, Boston-born Al and David Maysles, followed the Odyssey of four salesmen from the Mid-America Bible Company to such places as Opa-Locka, Florida, where the town hall is a gaudy replica of a sultan's palace and

continued

BOSTON
BRAINTREE
NATICK MALL
BURLINGTON MALL

Pray's Mids

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Mediterranean tables... a lot of ele

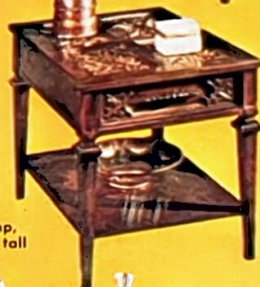
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**Boston's Most Complete
TV and Radio Listings
Aug. 10-16, 1969**

THE TOP SHOWS

SUNDAY

FOOTBALL Cleveland Browns vs. San Francisco '49ers. 6 p.m. (Ch. 5)

HEE HAW. Conway Twitty, Jerry Lee Lewis, guests. 9 (Ch. 5)

MONDAY

N.E.T. JOURNAL "Fasten Your Seat Belts," report on our snarled airports and hazard-ridden skies. 9 (Ch. 2)

BEN CASEY. Lee Marvin joins Vincent Edwards in "A Story To Be Sotly Told." 10 (Ch. 56)

TUESDAY

LIBRACE SHOW. Engelbert Humperdinck, Dana Valery, Terry-Thomas, Jack Wild. 8:30 (Ch. 5)

ON BEING BLACK. "Laughing to Keep from Crying," featuring cast of black comedians. 9 (Ch. 2)

WEDNESDAY

N.E.T. FESTIVAL. Mozart's Piano Concerto No. 24 in C minor rehearsed and performed by Andre Watts and the Los Angeles Philharmonic. 8 (Ch. 2)

MUSIC HALL. Sandler and Young with Judy Carne. Victor Borge, guest. 9 (Ch. 4)

THURSDAY

DAVID FROST PRESENTS. "Frankie Howard: Not Just a Sex Symbol," Group W comedy special. 7:30 (Ch. 4)

THE GOLDDIGGERS. Tonight's finale features songs of 1938. 10 (Ch. 4)

FRIDAY

SUMMER FOCUS 1969. "The Violent Americans," documentary, Frank Reynolds, host. 8 (Ch. 7)

N.E.T. PLAYHOUSE. "The National Theater of the Deaf—Encore." 8:30 (Ch. 2)

GOLF. Highlights of opening rounds of the PGA Championship Tournament. 10:30 (Ch. 7)

SATURDAY

GOLF. Final holes of 3d round of PGA Championship Tournament. 5 (Ch. 7)

FOOTBALL. Green Bay Packers vs. Chicago Bears. 9:30 (Ch. 5)

JOHNNY CASH SHOW. O. C. Smith and his son, O. C. Jr., The First Edition, Grandpa Jones, Melanie. 9:30 (Ch. 7)

For Brennan, the film broke a life-style that might have lasted as long as his legs and will held out.

Salesman continued the street names are from the Arabian nights. The Maysles call their style of film-making "direct cinema" and the audience seems to be looking through the eye of the camera at life as it happens. There is no narration, no intrusion of an interviewer.

IN "Salesman," Paul Brennan seemed to be living Willy Loman's days. These were the days Arthur Miller could not portray in the limits of the stage, the grind-tray in the limits of the stage, the grinding, wearing, tedious, endless hours of selling or trying to sell. At the film's end, Paul Brennan seemed like Willy, reduced, failing. So the current Paul Brennan is a surprise. It is as if Willy Loman, resurrected, were bubbling with plans to play Hamlet. Paul Brennan is obviously much more resilient than Willy. His decline, so sharply etched on film, was only an eclipse. Listen. Is this Willy Loman talking?

"Once you get into a deal like this (he means acting, although in the film he was merely being himself) it's like the King Midas touch. Not the money, you just want to be up there. Maybe I'm just a show-off, maybe that's it. I can't even get up on a plane, I'm so scared and nervous. But in front of television I'm not nervous at all. My agent says I should do character roles, not John's other wife and all that garbage. I'd want to read the scripts and see if they were something good I could do. I mean, I don't have to get rich. I can get by with a bed and one meal. I got to do this thing. It's a challenge. I might fall on my face. That article in the Digest about that 82-year-old woman, that really made an impression on me. I met Lillian Gish in New

York and she's 72 and still punching. You don't just give up. You don't die."

Arthur Miller wants to use him for a new work he is writing, Paul says, and director John Schlesinger is interested. "I talked to a lot of directors when I was in New York. They said I had the potential. Of course it all depends whether I can apply myself, whether I can stand the gaff."

IN seeing the film, viewers are tempted to wonder about what impact such an experience has had on the protagonists, ordinary men who have been examined, displayed and turned into public people by the ever present camera. The question is particularly valid in the case of "Salesman," since the flood of critical approval guarantees it attention.

For Paul Brennan, the film has broken a life style that would probably have lasted as long as his legs and his will held out. Without "Salesman" it would be beyond imagining that an intermittently successful traveling salesman would be making the dazzling leap to a film career. "Chancy," Paul Brennan calls it, a whopping understatement, but there is no mistaking the zest with which he is making the leap. Paul Brennan, aspiring actor, is so much happier than the man remembered on film that it is fair to say that whatever the outcome of his aspirations, the film has already inexorably altered him. At the least, it has propelled him for a short time into a world that he never would have seen or known or touched.

Such is the nature of the financial side of non-feature film-making that the artists



Ray Martin and Brennan sitting at a table.

TV WEEK

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Aug. 10-16, 1969**



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Kathy Garver Talks About Her 'Family'

By Percy Shain

Staff Writer

Kathy Garver, the pert young lady of "Family Affair," seems like a girl of 16 on the screen and talks like a woman of 24 on the set. In reality, she is exactly in between — nearing the end of her 20th year. She'll be 21 Dec. 13.

Kathy has a wise head on that diminutive 5-ft., 96-pound frame of hers. She already has her bachelor's degree in speech at U.C.L.A., and next will go for a master's, probably in psychology or law. She thinks she might like to be a lawyer some day.

Kathy's perceptions are keenly attuned to those about her in the "family" that make up "Family Affair." She sees in the "twins" — Buffy (Anissa Jones) and Jody (Johnnie Whitaker) — such a vast gulf in the bringing up process that they would make a perfect case history for a text book on the subject.

"Anissa and Johnnie are as different as night and day in their attitudes and behavior," she analyzed. "It all has

to do with the way they are being raised.

"Anissa has just her mother and a young brother. The parents are divorced. The mother is a real stage mother, pushing her girl at every opportunity. She is the subject of personal promotions. She has a line of clothes that bears her name.

"It is small wonder, then, that she has become possessive and craves the spotlight. She has come to expect the attention that is lavished on her.

"Johnnie, on the other hand, comes from a strongly religious family of eight children. His mother insists that all be treated equally. She makes no concessions to his TV 'stardom.' She sees to it he gets no privileges that the others don't.

"Which way is better? It depends what you want out of life. You hear a lot more about Anissa than you do about Johnnie. But Mrs. Whittaker would want it no other way. She thinks her methods will be justified in the end, when the children are grown.

"Johnnie is 8 to Anissa's 11, but already he has shot up above her in height. They generally get along and eat together on the set, but occasionally Anissa gets peeved at his prattle. Both love their work and adore 'uncle' Brian Keith, and he returns their affection.

"Sebastian Cabot, the 'valet,' occasionally speaks sharply to them and they are a little afraid of him.

"Johnnie is much more serious in his approach to his job and is almost inconsolable when he muffs his lines, which is seldom. Anissa is more casual about it and sees nothing to get excited about in being seen by millions every week.

"We had to start filming two weeks late for our fourth season because Anissa broke her leg in a fall during the hiatus.

The leg did not knit right at first, and she will be seen with her leg in a cast in some of the early episodes."

Another change in the show, as a concession to Kathy's growing up, is that she will have a steady boy friend in the series for the first time. He is Greg Fedderson, son of the show's executive producer. He will play Greg Bartlett, a rather sophisticated young man. He's been on the show just three times in three years but will be seen more frequently now.

Kathy will be allowed to look 18 and wear dresses 2½ inches above the knee, quite a departure for this family show. In real life her miniskirts are considerably shorter than that.

The young actress came back to filming with some bruises on her anatomy, the result of a skiing vacation last January in which she took a number of falls. But fortunately there were no broken bones.

She calls herself the "baby of a groovy family." She is the youngest of four, two brothers and a sister, none of whom have ever shown any interest in show business. She moved out last October.

"I got my own apartment in West Los Angeles to be near school. It was more convenient that way."

She calls Keith the "hardest working actor in Holly-



Kathy Garver

wood" with all his movie commitments piled on his starring role in "Family Affair."

"And he shuns publicity as much as Sebastian Cabot loves it. So naturally you read more about the 'nanny' than you do the boss. But no one is more dedicated about doing his job right than Brian is."

Kathy — who was born Kathleen "but no one has ever called me that" — got her role in the show because of a resemblance to Keith. "I have a square face like his — a parallel trapezoid, they call it."

"I never thought I'd get the part," she went on. "They wanted a blue-eyed blonde and I was a brown-eyed brunette. When they dyed my

hair, they put so much tint in that it turned green. Then they tried again and I became a red-head — in fact I was so red I looked like Bozo.

"But I got the part anyway. I made the pilot in a long Alice in Wonderland wig. Since then, with rinses, my hair has become progressively lighter and is acceptable for the series."

For a girl of her tender years, Kathy has had a long and respectable career—two careers in fact, since she retired at the ripe old age of 12 because her mother feared she was not leading a normal life, and made her "come-back" at the age of 16.

"Family Affair" has been shifted to Thursdays at 7.30 (CBS-Ch. 5) for this, its fourth year on the air.



Johnnie Whitaker and Anissa Jones

The Cover

The popular Ch. 56 series, "Ben Casey," features some prominent guest performers this week, headed by Lee Marvin (left), who joins Vincent Edwards in tomorrow night's episode, "A Story to Be Softly Told."

Other guests for the week include Mary Astor (Tuesday), Franchot Tone (Thursday), and Luther Adler and Ray Walston (Friday). Air time is 10 p.m.

★ PAID ADVERTISEMENT

(C) COLOR - (B) REPEAT

MORNING

- 6:30
5 - Across the Fence (C)
6 - Farmer's Corner (C)
- 6:45
4 - The Living Word (C)
- 7:00
4 - Boomtown (C)
5 - The Bozo Show (C)
6 - Cartoon Time (C)
7 - Bullwinkle Show
- 7:15
6 - Long John Silver (C)
- 7:30
7 - How to Stop Smoking (C)
- 7:45
6 - Protestant Service (C)
10 - Leave It to Beaver
- 8:00
5 - Insight
7 - Discovery (C)
12 - Lone Ranger (C)
- 8:15
6 - Jewish Service (C)
9 - The Living Word
10 - Sacred Heart
38 - Cathedral of Tomorrow
- 8:25
56 - At Your Service (C)
- 8:30
5 - Faith to Faith
7 - The Christophers (C)
9 - Allen's Revival Hour
10 - This Is the Life
12 - Mr. Magoo (C)
56 - Kathryn Kuhlman (C)
- 8:45
6 - Catholic Mass (C)
7 - This Is the Life (C)
- 9:00
5 - Turning Point (C)
9 - Oral Roberts
10 - Frontiers of Faith (C)
12 - Tom and Jerry (C)
56 - Ultraman (C)
- 9:15
5 - Sacred Heart
7-38 - Catholic Mass (C)
- 9:30
4 - International Zone
5 - Builder's Showcase (C)
6 - Dudley Do-Right (C)
9 - Day of Discovery
10 - The Christophers (C)
12 - Aquaman (C)
56 - Bunker Hill
- 10:00
4 - O.B.W. '69. "Revolutions in Religion" (C)
5 - Lamp Unto My Feet
6 - Linus the Lionhearted (C)
7 - Limelight (C)
9 - Faith for Today (C)
10 - On This Day
12 - Oral Roberts (C)
38 - Frontiers of Science (C)
- 10:30
4 - Frontiers of Faith (C)
5-12 - Look Up and Live
6 - King Kong (C)
7 - Perspective: Black on White. "White Liberals" (C)
9 - Herald of Truth (C)
10 - Psychology Series (C)
38 - Sacred Heart Hour
56 - Superman
- 0:45
38 - With This Ring
- 11:00
4 - Auditions (C)
5 - Camera Three (C)
6-9 - Bullwinkle Show (C)
7 - Skippy (C)
10 - The Living Word
12 - Face the News (C)

- 38 - Herald of Truth
56 - Little Rascals
- 11:15
10 - Social Security
- 11:30
4 - News, weather (C)
5-12 - Face the Nation (C)
6-9 - Discovery (C)
7 - McHale's Navy
10 - Your Child in School
38 - Circus Parade (C)
56 - The Flintstones (C)

AFTERNOON

- 12:00
4 - Movies. Burt Lancaster, Rita Hayworth, Deborah Kerr, David Niven in "Separate Tables" (1957), story relating individual dramas in the lives of guests at a British seaside resort. Sabu, Raymond Lovell in "End of the River" (1958), a South African youth tries to find a place in "the white man's world"
- 5 - News, weather (C)
6 - The Cisco Kid (C)
7 - Movies. Alan Ladd, William Bendix, James Whitmore, Joey Bishop, Dianne Foster in "The Deep Six" (1958), a Naval officer whose religious convictions make it difficult to kill loses the respect of his men, but regains it through an act of heroism. Jane Fonda, Anthony Perkins in "Tall Story" (1960), tale of campus athletics and romance
- 10 - Insight (C)
12 - AAU Track (C)
38 - The Big Picture (C)
56 - Movies. Shirley Temple, David Niven in "Almost a Bride" (1949), Carliss Archer gets involved with a wolfish author. Robert Paige, Ted Donaldson in "Red Stallion" (1947), Western adventure
- 12:30
5 - The Big Bands. Perez Prado (C)
6 - Portugal in America (C)
9 - Insight
10 - Championship Bridge (C)
38 - Oral Roberts (C)
- 1:00
5-12 - N.F.L. Action (C)
6 - Sea Hunt
9 - The Big Picture
10 - Meet the Press (C)
38 - Tell Me More
- 1:30
5-12 - Baseball Closeup (C)
6-9 - Issues and Answers (C)
10 - Movies. Richard Widmark, Lionel Barrymore, Dean Stockwell in "Down to the Sea in Ships" (1949), life on a New England whaling boat as seen through the eyes of a boy. Arch Hall Jr., Marianne Gaba, Tom Brown in "The Choppers" (1962), a teen-aged boy organizes a car-stripping operation. Ed Dugan, George Andre, Madeline Frances in "The Fall Guy" (1963), a teen-ager who witnessed a gangland killing tries to evade syndicate killers out to silence him
- 38 - Challenge of Space (C)
- 2:00
5-12 - Red Sox Baseball (C)

- 6 - Movie. Abbott and Costello, Dorothy Shay in "Comin' Round the Mountain" (1951), cornball comedy about hill-billy hostility
- 9 - Western Theater
38 - Follow That Man
- 2:30
38 - Dialogue 38. "Biofra: An Insider's View"
- 3:00
4 - The Mothers-In-Law (C-R)
9 - The Untouchables
38 - Navy Film (C)
56 - Wackiest Ship in the Army, Jack Warden (C)
- 3:30
4 - Meet the Press (C)
7 - Issues and Answers (C)
38 - Track. U.S.A. vs. West Germany, from Augsburg (C)
- 4:00
4 - World of Crime
6 - Skippy (C)
7 - Your All-American College Show (C)
9 - Roller Derby
56 - Greatest Show on Earth, Jack Palance (C)
- 4:30
4 - Movie. Marge and Gower Champion, Dennis O'Keefe in "Everything I Have Is Yours" (1952), a wedded song-and-dance team finds marriage interfering with their careers
- 6 - Judd (C-R)
7 - Death Valley Days (C)
38 - Movie. Joel McCrea, Virginia Mayo in "Colorado Territory" (1949), Western
- 5:00
2 - Say, Brother (C-R)
5 - Branded, C. Connors (C)
7 - Movie. Donald O'Connor, Janet Leigh, Buddy Hackett in "Walking My Baby Back Home" (1954), a wealthy young man and his G.I. pals form a band, which is a flop until they turn to jazz (C)
- 9 - Big Time Wrestling
11 - Speaking Freely
12 - The Jetsons (C)
56 - The Flintstones (C)
- 5:30
5-12 - Amateur Hour (C)
6 - Ironside, R. Burr (C-R)
38 - Sea Hunt
56 - My Favorite Martian

EVENING

- 6:00
2-11 - Rainbow Quest
4-10 - Congressional Report (C)
5-12 - Football. Cleveland Browns vs. San Francisco '49ers (C)
9 - Here Come the Brides (R)
38 - Dobie Gillis
56 - The Honeymooners
- 6:30
4 - News, weather (C)
6 - The Honeymooners
10-38 - Frank McGee Report (C)
56 - John Gary Show (C)
- 7:00
2 - E.E.N. Chronicle (C-R)
4 - The Government Story
6-7-9 - Land of the Giants, Kevin Hagen, Paul Fix. A giant police inspector uses a detector sensitive to Earth metal to locate the stranded earthlings (C-R)
10 - Huckleberry Finn (C-R)
11 - Book Beat (C)
38 - Ozzie and Harriet

TOPS TODAY

ISSUES AND ANSWERS. West German Chancellor Kurt Kiesinger, guest. 1:30 (Chs. 6-9), 3:30 (Ch. 7)

BASEBALL. Red Sox vs. California Angels, Fenway Park. 2 (Ch. 5)

TRACK. U.S.A. vs. West Germany. 3:30 (Ch. 38)

FOOTBALL. Cleveland Browns vs. San Francisco '49ers. 6 (Ch. 5)

JOHN GARY SHOW. Woody Allen, Allen Sherman, Judy Branch, Michael Callan. 6:30 (Ch. 56)

WALT DISNEY. James Daly, Roger Mobley in conclusion of "The Treasure of San Bosco Reef." 7:30 (Ch. 4)

SOUNDS OF SUMMER. "Jacob's Pillow Dance Festival." 8 (Ch. 2)

MOVIE. Charlton Heston, Rex Harrison, Diane Cilento in "The Agony and the Ecstasy." 9 (Ch. 7)

MISSION: IMPOSSIBLE. Nehemiah Persoff plays a corrupt Latin American official plotting to loot his own country of \$40 million. 10 (Ch. 5)

- 7:30
4-10 - Walt Disney's Wonderful World of Color. When the head of the diving expedition is jailed for murder and robbery, his nephew and a fellow diver set out to trail the real culprit (C-R)
- 11 - Column Eight (R)
38 - Wagon Train
- 8:00
2-11 - Sounds of Summer. "Jacob's Pillow Dance Festival" (C)
- 6-7-9 - The FBI. Scott Marlowe, Lin McCarthy, Barbara Luna. While investigating a slaying on an Indian reservation, Insp. Erskine encounters an explosive boundary dispute between tribesmen and a mining company (C-R)
- 56 - Roller Derby (C-R)
- 8:30
4 - 30 Minutes from Now (C)
10 - The Mothers-In-Law (C-R)
- 9:00
4-10 - Bonanza. Feeling misunderstood, a marshal's daughter (Bonnie Bedelia) steals her father's money and runs off with an ex-convict (Michael Vincent) (C-R)
- 5-12 - Hee Haw. Conway Twitty, Jerry Lee Lewis (C)
- 6-7-9 - Movie. Charlton Heston, Rex Harrison, Diane Cilento in "The Agony and the Ecstasy" (1965), story of the four-year period in the life of artist Michelangelo when he painted the ceiling of the Sistine Chapel (C-R)
- 38 - Movie. Bette Davis, Henry Fonda in "That Certain Woman" (1937), tear-jerker about a woman trying desperately to live down her past
- 56 - Les Crane Show (C)

11:00
2 - Thirteen Against Fate
4-5-10-12 - News
38 - The American West (C)
56 - Point of View (C)

11:15
12 - Harry Reasoner, news (C)

11:30
4-10 - Tonight Show (C-R)
5 - Harry Reasoner, news (C)

6-7-9 - News, weather
10 - Movie. Anthony Newley, Anne Aubrey, Bernie Winters in "Jazz Boat" (1960), British rock 'n' roll musical
12 - Movie. Charles Boyer, Louis Jourdan, Linda Christian in "The Happy Time" (1952), comedy about the ups and downs in the lives of members of an eccentric French-Canadian family

56 - At Your Service (C)

11:45
5 - Movie. Don Ameche, Alice Faye in "Hollywood Cavalcade" (1939), film tracing the history of the motion picture industry (through 1939)

12:00
6 - Movie. Tony Curtis, Joanne Dru in "Forbidden" (1954), a couple rekindle an old romance in Macao, but their happiness is threatened by big time gangsters

7 - Movie. Louis Jourdan, Jeff Chandler, Debra Paget in "Bird of Paradise" (1951), a French adventurer finds romance when he accompanies the son of an island ruler back to the place of his birth

1:25
6 - Science Fiction Theater

For TV-Radio Changes . . .

. . . Made too late for inclusion in these pages . . . Consult the Index to Features on Page 2 of the Main News Section of today's Boston Globe

MORNING

- 6:00
5—Images of America
- 6:15
4—Sign-On Seminar
- 6:25
7—Understanding Our World
- 10—TV Classroom
- 12—Black Heritage (C)
- 6:30
5—N.E. Farmer (C)
- 6:45
4—Daily Almanac (C)
- 5—We Believe (C)
- 6—Jack Delaney, news (C)
- 6:55
7—News (C)
- 12—Jobs Are Waiting (C)
- 7:00
4—Today Show (C)
- 4:10—Joseph Benti, news (C)
- 5:12—The Cisco Kid (C)
- 7—Cartoon Carnival (C)
- 7:30
5—The Boro Show (C)
- 6—Rocky and His Friends (C)
- 8:00
5:12—Captain Kangaroo (C)
- 6—Community (C)
- 8:30
6—Jack Lalanne Show (C)
- 9:00
4—New England Today (C)
- 5—Romper Room (C)
- 6—Funtime (C)
- 7—Galloping Gourmet (C)
- 10—Steve Allen Show (C)
- 12—Dialing for Dollars (C)
- 9:30
5—Black Heritage (C)
- 6—Romper Room (C)
- 7—Steve Allen Show (C)
- 10:00
4:6—It Takes Two (C)
- 5:12—The Lucy Show (C-R)
- 10:25
4:10—Nancy Dickerson (C)

- 10:30
4:10—Concentration (C)
- 5:12—Beverly Hillsbillies (C-R)
- 6—Movie, Howard Duff, Shelley Winters, Dan Duryea in "Johnny Stool Pigeon" (1949), an ex-con helps uncover a dope ring
- 7—TEMPO — Boston, Dave Garraway (C)
- 11:00
4:10—Personality (C)
- 5:12—Andy Griffith Show (R)
- 9—Linus the Lionhearted
- 11:20
56—At Your Service (C)
- 11:25
56—News (C)
- 11:30
4:10—Hollywood Squares (C)
- 5—Linkletter Show (C)
- 9—Loretta Young Theater
- 12—Dick Van Dyke Show (R)
- 38—Jack Lalanne Show (C)
- 56—Captain Boston Show
- 11:55
7—Sharon Johnson, news (C)

AFTERNOON

- 12:00
4:5-12—News, weather (C)
- 6:7-9—Bewitched, comedy (R)
- 10:38—Jeopardy (C)
- 12:30
4—Mike Douglas Show (C)
- 5:12—Search for Tomorrow (C)
- 6:7-9—That Girl (C)
- 10:38—Eye Guess (C)
- 12:55
38—Edwin Newman, news (C)
- 1:00
5:12—Love of Life (C)
- 6:7-9—Dream House (C)
- 10—Talk Back (C)
- 38—One Life to Live

TOM POSTON plays "Pay Cards." 8 (Ch. 56)

ALLEN LUDDEN'S GALLERY. Susan Barrett, Rip Taylor, Joan Barthel, Douglas Fairbanks Jr.; portraits of Rona Barrett, Jimmy Stewart. 8:30 (Ch. 56)

N.E.T. JOURNAL. "Fasten Your Seat Belts: A Report on the Crisis in the Air." 9 (Ch. 2)

THE OUTCASTS. Ruth Roman, Pippa Scott guest star in "The Town That Wouldn't." 9 (Ch. 7)

56—Movie, Ron Randall, Mary Parker in "The Hostage" (1957), South American revolutionaries hold a politician's daughter hostage

- 1:25
5—TV Cook-In (C)
- 1:30
5:12—As the World Turns (C)
- 6:7-9—Let's Make a Deal (C)
- 10:38—You're Putting Me On, Bill Leyden (C)
- 2:00
4:10—Days of Our Lives (C)
- 5:12—Love Is a Many Splendored Thing, drama (C)
- 6:9-38—Newlywed Game (C)
- 7—Movie, Tyrone Power, Piper Laurie, Julie Adams in "Mississippi Gambler" (1953), a dashing gambler plays for high stakes in love, honor and reputation (C)
- 2:30
4:10—The Doctors (C)
- 5:12—Guiding Light (C)
- 6:9-38—The Dating Game (C)
- 56—Make Room for Daddy
- 3:00
4:10—Another World (C)
- 5:12—Secret Storm (C)
- 6:9-38—General Hospital (C)
- 56—Kimba (C)
- 3:30
4:10—You Don't Say (C)
- 5:12—Edge of Night (C)
- 6:9—One Life to Live (C)
- 38—B'wana Michael
- 56—Bunker Hill

- 3:50
7—Afternoon News (C)
- 4:00
4:10—The Match Game (C)
- 5—Maverick, drama
- 5:7-9—Dark Shadows (C)
- 12—Linkletter Show (C)
- 38—Alvin (C)
- 4:25
4—Floyd Kalber, news (C)
- 4:30
4:12—David Frost Show (C)
- 6—The Flintstones (C)
- 7—Della Reese Show (C)
- 9—Uncle Gus
- 10—I Love Lucy
- 38—Astronaut (C)
- 56—Superman
- 4:45
2:11—Friendly Giant
- 5:00
2:11—Misterogers' Neighborhood
- 5:10—Perry Mason
- 6—Lost in Space (C)
- 38—Comedy Capers-Mischief Makers
- 56—Little Rascals
- 5:30
2:11—What's New?
- 7—F Troop (C)

TOPS TODAY

TRUMPETS OF THE LORD. Musical based on the poetry of civil rights leader James Weldon Johnson airs Monday through Friday. 9:15 (Ch. 44)

JIMMIE RODGERS SHOW. Roger Williams, Scoey Mitchell. 10 (Ch. 5)

DICK CAVETT SHOW. Thrive weekly talk-variety series. 10 (Ch. 7)

BEN CASEY. Lee Marvin joins Vincent Edwards in "A Story to Be Softly Told." 10 (Ch. 56)

- 9—The Rifleman
- 38—Capture (C)
- 56—The Flintstones (C)

EVENING

- 6:00
2—World We Live In. "Survival in the Sea" (C)
- 4:5-10-12—News, weather (C)
- 6—Gilligan's Island (C)
- 7—I Spy (C)
- 9—ABC News (C)
- 11—Young Musical Artists
- 38—Tales of Wells Fargo
- 56—Patty Duke Show
- 6:30
2—ABCs of Boating
- 4:10—Huntley-Brinkley (C)
- 5:12—Walter Cronkite, news (C)
- 6—Girl From U.N.C.L.E. (C)
- 9—News, weather
- 11—The Open Road
- 38—You Asked for It
- 56—Gilligan's Island (C)
- 7:00
2:11-44—News and Comment
- 4:7—News, weather (C)
- 5—What's My Line? (C)
- 9—Zane Grey Theater
- 10—Alfred Hitchcock Drama
- 12—Truth, Consequences (C)
- 38—ABC News (C)
- 56—I Love Lucy
- 7:30
2:44—Spectrum (C)
- 4—The Government Story
- 5:12—Gunsmoke. En route to Dodge with a death bed statement needed as evidence in a trial, Matt is wounded by bounty hunters and takes refuge in the camp of an ex-slave (C-R)
- 6:7-9—The Avengers. Emma is kidnapped and cast in a bizarre movie about her death (C-R)
- 10—I Dream of Jeannie (C-R)
- 11—The French Chef
- 38—Password. Betty White, George Grizzard (C)
- 56—Truth, Consequences (C)
- 8:00
2:11—World Press (C)
- 4:10—Big League Baseball (C)
- 38—Highway Patrol
- 44—Tides of Fundy
- 56—Pay Cards (C)
- 8:15
44—R and D Review. "Tornado Forecasting"
- 8:30
5:12—Lucy Show. Lucy, seeking to enhance the bank's image by getting a celebrity as a depositor, goes after Jack Benny (C-R)
- 6:7-9—Guns of Will Sonnett, Jason Evers, Norma Crane.

A woman sets up James Sonnett for a man seeking revenge (C-R)

38—Alfred Hitchcock Drama

56—Allen Ludden's Gallery. Susan Barrett, Rip Taylor, Joan Barthel, Douglas Fairbanks Jr., Belland & Sam- erville, Danny Cox; portrait of Rona Barrett by Joan Barthel, portrait of Jimmy Stewart by Peter Bogdanovich (C)

9:00
2:11—N.E.T. Journal. "Fasten Your Seat Belts," report on our snarled airports and hazard-ridden skies (C-R)

5:12—Mayberry RFD. Mike, Aunt Bee and Millie talk Sam into letting Mike have a dog (C-R)

6:7-9—The Outcasts. Ruth Roman, Pippa Scott, Earl and Jemal reluctantly consent to help defend the few remaining citizens of a small town from a gang of outlaws (C-R)

38—Suspense Theater (C)

9:15
44—Trumpets of the Lord. Theresa Merritt, Jane White, James Earle Jones in musical based on the poetry of civil rights leader James Weldon Johnson

9:30
5:12—Family Affair. Uncle Bill plans to marry, and the twins are sure it means a breakup of the family (C-R)

10:00
2:11—Newsfront

5:12—Jimmie Rodgers Show (C)

6:7-9—Dick Cavett Show (C)

38—Movie. Danny Kaye, Walter Slezak in "Inspector General" (1949), an illiterate is mistaken for a friend of Napoleon's

56—Ben Casey

10:30
2—Sounds of Summer (C-R)

11—Summer Profile

11:00
4:5-6-7-9-10-12—News

56—The Outer Limits

11:20
9—The Californians

11:30
4:10—Tonight Show. Program originates in Burbank for two weeks beginning tonight (C)

5—Movie. Mark Forest, Yvonne Furneaux in "Lion of Thebes" (1964), costume epic

6:7—Joey Bishop Show (C)

12—Movie. Yvonne DeCarlo, Howard Duff, Zachary Scott in "Flame of the Islands" (1955), many men vie for the affections of a beautiful but dangerous nightclub singer

38—The American West (C)

12:00
56—News (C)

12:05
56—At Your Service (C)

1:00
4—Movie. Joan Crawford, Barry Sullivan, Betsy Palmer, John Ireland in "Queen Bee" (1955), a southern socialite's determination to dominate everyone around her leads to destruction

6—Science Fiction Theater



James Arness (right), as Marshall Matt Dillon, comes across Brock Peters, portraying an ex-slave who tries to steal vital papers from the lawman on Monday's "Gunsmoke" episode over Ch. 5 at 7:30 p.m.

Horses to boats

Scratch a cowboy star and chances are you'll uncover an old salt.

A quick look at the record shows that cowboy types seem to have as many boats moored at coastline anchorages as they have horses at the hitching post.

Big Dan Blocker, who plays Hoss Cartwright on NBC-TV's "Bonanza," thinks his power cruiser, entitled "Lady in Cement" for reasons best known to Dan, offers an excellent way to get away from it all, but it means more than that for him.

Long a race car buff, the 6-foot-4, 250-pounder is switching to fast boats instead. No longer content to stay on the sidelines in racing competition, Dan is always itching to participate.

On the other hand, Leif Erickson, who stars as John Cannon, patriarch of NBC-TV's "The High Chaparral," goes to sea with a quest strikingly different from that of speed demon Blocker.

Leif's 44-foot schooner, Pagan, is his family home when he gets a break from filming.

Leif, his wife of 25 years, Annie, and their two children, Bill (23) and Suzie (18), are frequent visitors to harbors and marinas up and down the Californian coast on their many week-end—or if time permits, longer—cruises.

John McIntire, of NBC-TV "The Virginian," is the happy skipper of a 42-foot Norwegian school. Jim Arness, Matt Dillon of CBS-TV's "Gunsmoke," has a 70-foot racing catamaran, and "Gunsmoke's" Doc Adams, Milburn Stone, is the proud owner of an inboard cruiser docked at Nevada's Lake Mead.

Both John Wayne and Roy Rogers have kicked up some sea spray in their converted PT boats, and Andy Devine lives 30 feet from the Pacific at plush Newport Beach with a yacht parked in his front yard. The late Gary Cooper was an avid scuba diver.

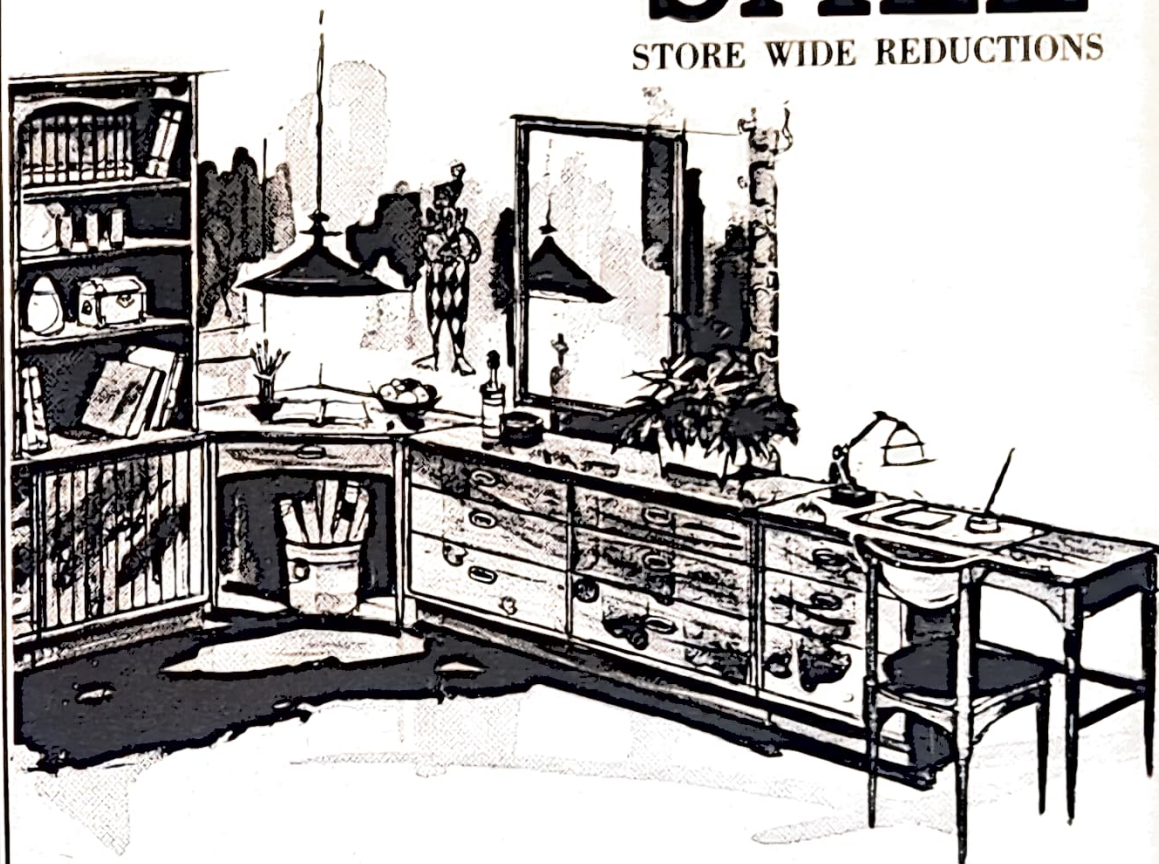
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MORNING

10:30

6—**Movie.** Robert Montgomery, Ann Blyth in "Once More, My Darling" (1949), a girl sets her cap for an older matinee idol who is recalled to active duty in the Army

11:00

4-5-6-7-9-10-12—**Astronauts' News Conference** (C)

For other morning programs, see Monday morning schedule.

AFTERNOON

1:00

5-12—**Love of Life** (C)
6-7-9—**Dream House** (C)
10—**Talk Back** (C)
38—**One Life to Live**

56—**Movie.** Laraine Day, Franchot Tone, Bruce Bennett, Dane Clark in "Without Honor" (1950), a girl is tortured by the belief that she has murdered a former suitor

1:25

5—**TV Cook-In** (C)

1:30

5-12—**As the World Turns** (C)
6-7-9—**Let's Make a Deal** (C)
10-38—**You're Putting Me On**, Bill Leyden (C)

2:00

4-10—**Days of Our Lives** (C)
5-12—**Love Is a Many Splendored Thing**, drama (C)
6-9-38—**Newlywed Game** (C)
7—**Movie.** Tyrone Power, Gene Tierney in "That Wonderful Urge" (1949), a glamour girl gets revenge on a reporter who's been writing nasty things about her

2:30

4-10—**The Doctors** (C)
5-12—**The Guiding Light** (C)
6-9-38—**The Dating Game** (C)
56—**Make Room for Daddy**
4-10—**Another World** (C)
5-12—**Secret Storm** (C)
6-9-38—**General Hospital** (C)
56—**Kimba** (C)

3:30

4-10—**You Don't Say** (C)
5-12—**Edge of Night** (C)
6-9—**One Life to Live** (C)
38—**B'wana Michael**
56—**Bunker Hill**

3:50

7—**Afternoon News** (C)

4:00

4-10—**The Match Game**
5—**Maverick**, drama
6-7-9—**Dark Shadows** (C)
12—**The Linkletter Show** (C)
38—**Alvin** (C)

4:25

4—**Floyd Kalber**, news (C)

4:30

4-12—**David Frost Show** (C)
6—**The Flintstones** (C)
7—**Della Reese Show** (C)
9—**Uncle Gus**
10—**I Love Lucy**
38—**Astronaut** (C)
56—**Superman**

4:45

2-11—**Friendly Giant**

5:00

2-11—**Misterogers' Neighborhood**

TOPS TODAY

APOLLO 11 ASTRONAUTS

hold a post-flight news conference. 11 a.m. (Chs. 4-5-7)

THE MOD SQUAD. Ida Lupino guest stars in "Child of Sorrow, Child of Light." 7:30 (Ch. 7)

E. E. N. CHRONICLE. The Clark Terry Quartet. 8 (Ch. 2)

JULIA. "Sticks and Stones Can Break My Pizza." 8:30 (Ch. 4)

LIBERACE SHOW. Engelbert Humperdinck, Dana Valery, Terry-Thomas, Jack Wild. 8:30 (Ch. 5)

ALLEN LUDDEN GALLERY. Allen Drake, Carl Betz, Rhetta Hughes, Rona Barrett, portrait of Eldridge Cleaver. 8:30 (Ch. 56)

ON BEING BLACK. "Laughing to Keep from Crying," featuring a cast of black comedians. 9 (Ch. 2)

MOVIE. Jack Lord, James Farentino, Don Galloway in Western adventure, "Ride to Hangman's Tree." 9 (Ch. 4)

DORIS DAY SHOW. Doris finds herself baby-sitting with four children whose mother is in the hospital having her fifth. 9:30 (Ch. 5)

CBS NEWS SPECIAL. Report on conflicts and bonds between four sons and their fathers. 10 (Ch. 5)

BEN CASEY. Mary Astor guest stars in "Dispel the Black Cyclone That Shakes the Throne." 10 (Ch. 56)

5-10—**Perry Mason**

6—**Lost in Space** (C)

38—**Comedy Capers—Mischiefs Makers**

56—**Little Rascals**

5:30

2-11—**What's New?**

7—**F Troop** (C)

9—**The Rifleman**

38—**Capture** (C)

56—**The Flintstones** (C)

38—**Password** (C)

56—**Truth, Consequences** (C)

8:00

2—**E.E.N. Chronicle**

11—**Rainbow Quest**

38—**Highway Patrol**

44—**To Labrador for Brook Trout**

56—**Pay Cards.** Buddy Greco, guest (C)

8:15

44—**N.E.T. Journal**

8:30

4-10—**Julia.** Julia has to re-evaluate her no-fighting edict for Corey when she learns Earl had to battle an insulting bully for him (C-R)

5-12—**Liberace Show** (C)

6—**Suspense Theater** (C)

7—**Movie Special**

"The Thirteenth Letter" Charles Boyer, Linda Darnell

9—**The Untouchables**

38—**Alfred Hitchcock Drama**

56—**Allen Ludden's Gallery.** Allen Drake, Carl Betz, Rhetta Hughes, Rona Barrett; portrait of Eldridge Cleaver by Karl Fleming (C)

9:00

2—**On Being Black.** "Laughing to Keep from Crying," Dick Gregory, Stu Gilliam, Moms Mabley, Nipsey Russell (C)

4-10—**Movie.** Jack Lord, James Farentino, Don Galloway in "Ride to Hangman's Tree" (1967), a supposedly respectable rancher is really the masked "black bandit" who has been robbing Wells Fargo stages (C-R)

11—**Firing Line** (C)

38—**Suspense Theater** (C)

9:15

44—**Trumpets of the Lord** (C)

9:30

5-12—**Doris Day Show.** When Dorothy Benson gets a hurried call from the stork and her husband goes into shock, Doris volunteers to baby-sit with the four Benson children (C-R)

6-7-9—**N.Y.P.D.** Lt. Haines' wife is harassed by a crank caller threatening her husband's life (C-R)

10:00

2-11—**Newsfront**

5-12—**CBS News Special.** "Fathers and Sons," Charles Kuralt, John Laurence report on the conflicts and bonds between four sons and their fathers (C)

6-7-9—**Dick Cavett Show** (C)

38—**Movie.** Spencer Tracy, Bette Davis in "20,000 Years in Sing Sing" (1933), prison drama

56—**Ben Casey.** Mary Astor. An aging operatic star is the victim of partial blindness

10:30

2—**Sounds of Summer** (C-R)

11—**The Best of Both Worlds.** Henry Mancini and orch., Mike Sammes singers

11:00

4-5-6-7-9-10-12—**News**

56—**The Outer Limits**

11:20

9—**The Californians**

11:30

4—**Tonight Show** (C)

5—**Movies.** Alec Guinness, Stanley Holloway in "The Lavender Hill Mob" (1952),

a mild-mannered bank clerk plots the theft of a diamond bullion from the Bank of England. Christopher Lee, Simon Berger in "Sherlock Holmes and the Deadly Necklace" (1964), Holmes and Dr. Watson try to prevent the Moriarty from stealing a valuable necklace
6-7—**Joey Bishop Show** (C)
12—**Movie.** Humphrey Bogart, Gloria Grahame in "The Lonely Place" (1950), a Hollywood writer, under suspicion of murder, has a strange romance with a female alibi
38—**The American West** (C)
12:00
56—**News** (C)
12:05
56—**At Your Service** (C)
1:00
4—**Movie.** George Nader, John Adams, Elsa Martinelli, Sidney Chaplin in "Four Girls in Town" (1957), four girls arrive in Hollywood, hoping to make good in the movies
6—**Science Fiction Theater**



Melodie Johnson stars as singer-dancer Lillie Malone in "Ride to Hangman's Tree," a Western on NBC's Tuesday Night at the Movies on Ch. 4 at 9 p.m.



Julie Barnes (Peggy Lipton, left) poses as an unwed expectant mother as she seeks to break up a baby adoption extortion racket run by "Aunt Iris" Potter (guest star Ida Lupino) in "Child of Sorrow, Child of Light," this week's Mod Squad episode on Ch. 7 Tuesday at 7:30 p.m.



Ben and Hoss Cartwright — two reasons why Bonanza keeps rolling along.

By Percy Shain
Staff Writer

If the word "Bonanza" is one to drive a CBS executive into the screaming meemies, it's understandable.

Half the woes of that network, it sometimes seems, have come from its efforts to do something about that bone in its throat. The big scrap with the Smothers brothers that spiced the TV scene not so long ago is but the latest of a series of occurrences that have left it with egg on its face.

It has also left the network with a considerably dented pocketbook, for more than \$30 million has been thrown to the winds in the past decade in an effort to find some way to head off the Cartwrights at the pass. And now another batch of coin must be expended in the hopes of developing the Leslie Uggams show into a winner.

Yet the Ponderosa epic moves serenely along, scarcely touched by all this frantic activity. It remains one of the most durable and popular shows on the air, one that invariably lands among the top three or four shows in the ratings, and usually no. 2 behind its NBC compatriote, "Laugh-In."

This is particularly galling to the Big Eye network since it has a lock on the 8-9 period with Ed Sullivan and the 10-11 hour with "Mission: Impossible." If it could keep the audience flow in the interim, it could build Sunday into one of the strongest nights of the week and give

it a head start toward solid ratings supremacy.

That is why it has put an inordinate amount of effort and money into this one hour. Seventeen times it has tried to do battle with the giant with 17 different contenders: Miss Uggams will be the 18th.

Some were 30-day clinkers; others were properties with respected names that had done respectably against other opposition. The Cartwrights rode roughshod over them all.

For a time it looked like the Smothers might be the key. They started so well in '67 that for a time they were running almost neck and neck as the dynasty western slid briefly out of the top 10.

By the end of that season, however, "Bonanza" was back in fourth place and the Smothers had slid to 16th. There was a slow decline the following season, to 18th, and then a quicker descent this year to 27th in the final standing, as the running battles with the network had its effect on the quality and smoothness of the satirical hour.

The shows that tried to offer challenges before the Smothers came along will joggle the memory. Some were well known, none more so than "Perry Mason," which had taken the measure of the Cartwrights when they were Saturday rivals in 1959.

But "Bonanza" shot to the peak when it was moved to its current Sabbath slot two years later. And when they collided again in 1966, "Mason" was so decisively shellacked that it went off the air.

CBS keeps trying but "Bonanza" holds firm on Sunday

Others that tried it and failed were such popular standards as "Twilight Zone" and "Real McCoys"; such personalities as Judy Garland, Garry Moore, Jack Benny, Joey Bishop; such varied stanzas as "GE Theater," "Holiday Lodge," "Who in the World," "True," "Celebrity Game," "Made in America," "Brenner," "My Living Doll" and "For the People."

None are now on the air. Most have long since been forgotten. CBS sent buckets of boodle down the drain with them.

On the other hand, "Bonanza" has long since made millionaires out of all connected with the project, including its three co-stars. Today it is telecast in 79 countries and seen by an estimated 400 million persons weekly.

The series, rounding out its 10th year, has 340 episodes in its backlog, a sure shot for endless syndication when its day is done. But there is no sign as yet of any faltering in its hold on the people.

To some, the stories may seem a little old hat by now. But once it was a pioneer of its day—the first full-hour filmed color series ever aired by a network.

The beautiful backgrounds, the strong family relationships, were major factors in its success, and really paved the way for the advent of general color.

Not many realize that Ben, the father-image so well exemplified by Lorne Greene, was actually named for the father of creator Dave Dortort. "It was meant as an

honor, and the way the role has developed, it has been," said Dave.

Dortort, who must take it easy these days because of a heart condition, has never been able to duplicate his early success with "Bonanza." His "High Chaparral," with a somewhat similar concept, was renewed for a third season, but never came close to becoming the universal favorite his other brain child was.

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The week that's going to be

By Bud Laughton
Staff Writer

Football pops back into the TV picture this week, as CBS launches its coverage of National Football League pre-season exhibition contests with two games, one today and another on Saturday.

Today, it's the Cleveland Browns vs. the San Francisco 49ers at the Univ. of Washington Stadium in Seattle. Air time on Ch. 5 is 6 p.m. The Saturday game, on Ch. 5 at 9:30, pits the Green Bay Packers vs. the Chicago Bears at County Stadium, Milwaukee. Both games, of course, are in color.

This week's Sounds of Summer on Ch. 2 at 8 tonight, repeated Monday through Friday at 10:30 p.m., is from the Jacob's Pillow Dance Festival and features violinist Joseph Fuchs and pianist Beveridge Webster performing Peter Mennin's Sonata Concertante.

The increasing popularity of the Ch. 56 series, "Pay Cards," is shown in the caliber of the guest players it is beginning to attract. Celebrities this week are Tom Poston (Monday), Buddy Greco (Tuesday), Hal Holbrook (Wednesday), Doc Severinson (Thursday), Tony Martin (Friday) and Henry Morgan (Saturday). Art James hosts the program at 8 p.m. Monday through Friday and 7:30 p.m. on Saturday.

"Fasten Your Seat Belts," the

N.E.T. Journal report on our snarled airports and hazard-ridden skies, gets a repeat showing Monday on Ch. 2 at 9 p.m. Pianist Roger Williams and comedian Scoey Mitchell are Jimmie Rodgers guests tomorrow night at 10 on Ch. 5.

"Trumpets of the Lord," a musical based on the poetry of civil rights leader James Weldon Johnson, is the Ch. 44 dramatic feature nightly this week at 9:15 Theresa Merritt, Jane White and James Earle Jones head the cast.

On Tuesday, E.E.N. Chronicle features a performance by top jazz trumpeter Clark Terry and quartet, at 8 p.m. on Ch. 2. Liberace's guests Tuesday (Ch. 5, 8:30 p.m.) are singers Engelbert Humperdinck and Dana Valery and comedy performers Terry-Thomas and Jack Wild. At 10 on Ch. 5, CBS News presents "Fathers and Sons," focusing on the attempts of four sons and their fathers to bridge the generation gap.

A rehearsal and performance of Mozart's Piano No. 24 in C minor by Andre Watts with the Los Angeles philharmonic conducted by Zubin Mehta is Wednesday's N.E.T. Festival presentation on Ch. 2 at 8 p.m. Victor Borge, the unmelancholy Dane, is the guest of Tony Sandler and Ralph Young on "Music Hall" at 9 Wednesday on Ch. 4.

"David Frost Presents . . . Frankie Howerd: Not Just a Sex Symbol" is the title of the British music hall and TV star's second Group W special, airing on Ch. 4 Thursday at 7:30 p.m. Joining Howerd in musical numbers and comedy sketches are actress Dawn Addams, singer Cilla Black and The Scaffold, comedy singing group.

N.E.T. Playhouse presents a second unusual, intriguing hour featuring The National Theater of the Deaf on Ch. 2 Friday at 8:30 p.m. The talented company of deaf actors, using sign language, perform a Kabuki drama and Anton Chekhov's famous monologue, "On the Harmfulness of Tobacco."

Another Summer Focus, 1969, will be seen on Ch. 7 Friday at 8 p.m., this one focusing on "The Violent Americans." Frank Reynolds is host of the documentary which explores measures designed to curb lawlessness and crime.

ABC coverage of the PGA Championship Tournament, at the Dayton, O., Country Club, begins Friday at 10:30 p.m. with taped highlights of the opening two rounds. The final holes of the third round will be telecast Saturday from 5 to 6:30 p.m. and the final round next Sunday from 5 to 7 p.m.



Academy Award-winners Charlton Heston (left) and Rex Harrison star as Michelangelo and Pope Julius 2nd, in "The Agony and the Ecstasy," color film set during the four-year span in which the artist painted the ceiling of the Sistine Chapel, on the ABC Sunday Night Movie, via Ch. 7, Sunday from 9 to 11:30 p.m.



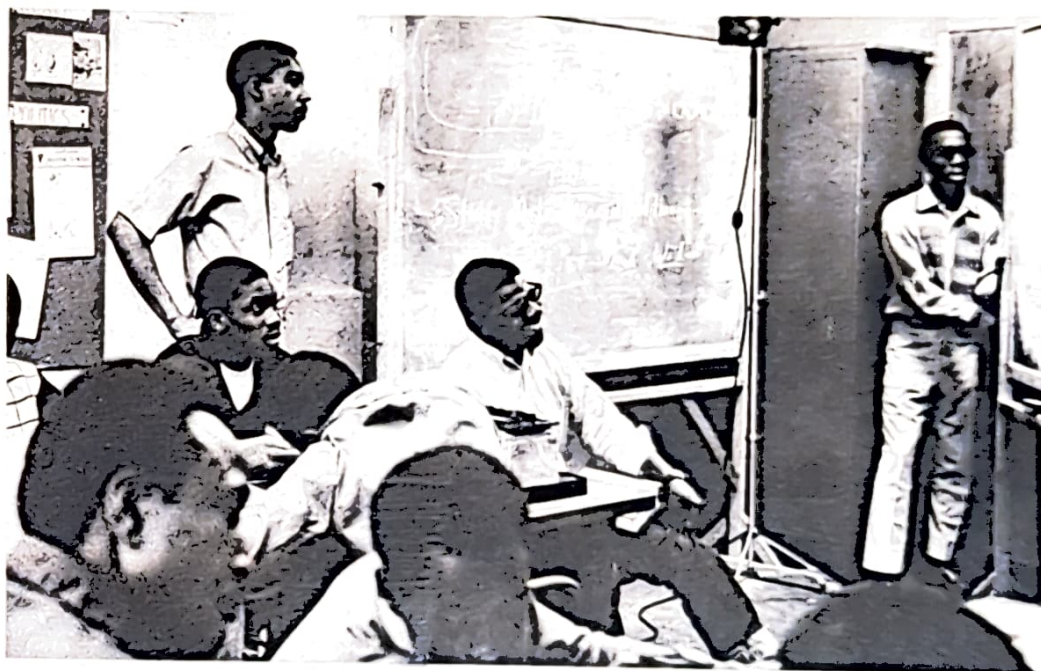
Guest stars Victor Borge and Ann Sincere perform a blackout comedy sketch during "The Violent Americans" on Ch. 4 at 9 p.m.



Arnold Palmer (left) with ABC commentator Jim McKay shows the form he hopes will win him his first PGA Championship. ABC coverage of the tournament, on Ch. 7, starts Friday with taped highlights, continues live Saturday with the 3rd round and next Sunday with the fourth and final round. Singer O. C. Smith and his 14-year-old singing son, O. C. Jr. (left) join Johnny Cash in a duet of "Hickory Hollows Tramp," on Saturday's "Johnny Cash Show" on Ch. 7 at 9:30 p.m.



Shirley Jones (Miss World of 1964) performing Wednesday's "Music Hall



Members of Pride Inc., a self-help project, are training to be auto mechanics in this classroom scene from the Summer Focus, 1969 documentary, "The Violent Americans," airing on Ch. 7 Friday at 8 p.m.



Shirley Jones is a featured guest star on NBC-TV's weekday game show, "The Hollywood Squares" this week. The color series airs on Ch. 4 daily at 10:30 a.m.

MORNING

All network programming today subject to pre-emption for coverage of the Apollo 11 astronauts.

- 10:00
10-Now It Is
10:30
6-Movie. Diana Lynn, Rock Hudson, Charles Coburn in "Peggy" (1950), comedy about college life, football heroes and the Tournament of Roses

- 11:00
9-King Kong

For other morning programs, see Monday morning schedule.

AFTERNOON

- 1:00
5-12-Love of Life (C)
6-7-9-Dream House (C)
10-Talk Back (C)
38-One Life to Live
56-Movie. Frankie Howerd, Stanley Holloway in "Jumping for Joy" (1956), a dog track employee acquires a greyhound, is befriended by a strange character and gets involved with racketeers

- 1:25
5-TV Cook-In (C)
1:30
5-12-As the World Turns (C)
6-7-9-Let's Make a Deal (C)
10-38-You're Putting Me On, Bill Leyden (C)

- 2:00
4-10-Days of Our Lives (C)
5-12-Love is a Many Splendored Thing (C)
6-9-38-Newlywed Game (C)
7-Movie. Tyrone Power, Susan Hayward in "Rawhide" (1951), a way-station keeper, his assistant and a beautiful passenger are held hostages by four escaped killers

- 2:30
4-10-The Doctors (C)
5-12-The Guiding Light (C)
6-9-38-The Dating Game (C)
56-Make Room for Daddy
3:00
4-10-Another World (C)
5-12-The Secret Storm (C)
6-9-38-General Hospital (C)
56-Kimba (C)
3:30
4-10-You Don't Say (C)
5-12-Edge of Night (C)
6-9-One Life to Live (C)
38-B'wana Michael
56-Bunker Hill
3:50
7-News (C)
4:00
4-10-The Match Game (C)
5-Maverick, drama
6-7-9-Dark Shadows (C)
12-Linkletter Show (C)
38-Alvin (C)
4:25
4-Floyd Kalber, news (C)
4:30
4-12-David Frost Show (C)
6-The Flintstones (C)
7-Della Reese Show (C)
9-Uncle Gus
10-I Love Lucy
38-Astronaut (C)
56-Superman
4:45
2-11-Friendly Giant
5:00
2-11-Misterogers's Neighborhood
5:10-Perry Mason
6-Lost in Space (C)
38-Comedy Capers-Mischief Makers
56-Little Rascals
5:30
2-11-What's New?
7-F Troop. After selling his tribal land to the railroad, Wild Eagle relocates his Indians inside the fort (C)
9-The Rifleman
38-Capture (C)
56-The Flintstones (C)

EVENING

- 6:00
2-Critique. "The Music of Peter Mennin" (C)
4-5-10-12-News, weather (C)
6-Gilligan's Island (C)
7-I Spy. Jeanette Nolan. Kelly and Scotty find their ingenuity challenged when they are assigned to investigate security surrounding wealthy Maude Murdock, an Oklahoma widow serving on the American embassy staff in Mexico (C)
9-ABC News (C)
11-A Conversation with Rod Serling
38-Tales of Wells Fargo
56-Patty Duke Show
6:30
4-10-Huntley-Brinkley (C)
5-12-Walter Cronkite, news (C)
6-Girl From U.N.C.L.E. (C)
9-News, weather
11-Focus on Sweden
38-You Asked for It
56-Gilligan's Island (C)
7:00
2-11-44-News and Comment
4-7-News, weather (C)
5-What's My Line? (C)
9-Wednesday Night Movie
10-Alfred Hitchcock Drama
12-Truth, Consequences (C)
38-ABC News (C)
56-I Love Lucy
7:30
2-44-After Dinner. Howard Emmons, Harvard (C)
4-10-The Virginian. The pranks of a rich man's spoiled son endanger his and the Virginian's lives (C-R)
5-12-Tarzan. After a fall on a riverboat, Jai loses his memory and becomes the helpless accomplice of thieves (C-R)
6-7-Here Comes the Bride. When Joshua quits the Bolt brothers' camp, two itinerant lawyers talk him into starting his own logging operation with financing from Stempel (C-R)
11-Footprints
38-Password (C)
56-Truth, Consequences (C)
8:00
2-11-N.E.T. Festival. Andre Watts prepares and performs Mozart's Piano Concerto No. 24 in C minor with the Los Angeles Philharmonic conducted by Zubin Mehta (C)
38-Highway Patrol
44-Upper Canada Village
56-Pay Cards. Hal Holbrook, guest (C)
8:15
44-On Being Black (C)
8:30
5-12-Baseball. Red Sox vs. Chicago White Sox, County Stadium, Milwaukee (C)
6-7-The King Family (C-R)
38-Alfred Hitchcock Drama
56-Allen Ludden's Gallery. Lionel Hampton, Leonard Nimoy, Belland and Somerville, Danny Cox, Jeannine Burnier; portrait of Clark Gable by Bill Davidson (C)

- 9:00
2-11-International Magazine

TOPS TODAY

APOLLO 11 ASTRONAUTS. Intermittent coverage throughout the day, including ceremonies at Houston, departure for New York, ceremonies and parade in New York, departure for Chicago, the Chicago visit, President Nixon's state dinner in Los Angeles (Chs. 4-5-7)
N.E.T. FESTIVAL. Mozart's Piano Concerto No. 24 in C minor rehearsed and performed by Andre Watts with the Los Angeles Philharmonic. 8 (Ch. 2)

BASEBALL. Red Sox vs. White Sox. 8:30 (Ch. 5)
THE KING FAMILY. Musical series. 8:30 (Ch. 7)
ALLEN LUDDEN'S GALLERY. Lionel Hampton, Leonard Nimoy, Jeannine Burnier, portrait of Clark Gable. 8:30 (Ch. 56)
MUSIC HALL. Sandler and Young, with Judy Carne. Victor Borge, guest. 9 (Ch. 4)
MOVIE. Stuart Whitman, Stanley Baker, Susannah York in "Sands of Kalahari," adventure in the desert. 9 (Chs. 6-9)

- 4-10-Music Hall. Tony Sandler and Ralph Young, with Judy Carne, from London. Victor Borge, guest (C)
6-9-Movie. Stuart Whitman, Stanley Baker, Susannah York, Theodore Bikel, Harry Andrews, Nigel Davenport in "Sands of Kalahari" (1965), six survivors of a desert air crash are forced into a struggle for survival (C-R)
7-Movie. Don Murray, Diana Hyland, William Windom in "One Man's Way" (1964), Hollywood's version of the life of Dr. Norman Vincent Peale
38-Suspense Theater
9:15
44-Trumpets of the Lord (C)
10:00
2-11-Newsfront
4-10-The Outsider. Ross calls on a millionaire who mailed him a large retainer and finds his client murdered (C-R)
38-Movie. Errol Flynn, Rosalind Russell, Olivia DeHavilland in "Four's a Crowd" (1938), wacky romantic comedy
56-Ben Casey. Hospital authorities must decide the fate of the unborn child of an unmarried refugee
10:30
2-Sounds of Summer (C-R)
11-Book Beat
11:00
4-5-7-10-12-News (C)
56-The Outer Limits

- 11:15
6-9-News, weather
11:30
4-10-Tonight Show (C)
5-Movies. Gerard Heinz, Margaret Tyzack, Ferdy Mayne in "Highway to Battle" (1960), Nazi agents in London search for a defector. Fernandel, Zsa Zsa Gabor, David Opatoshu, Nicole Maurey in "The Most Wanted Man" (1962), a timid soul finds himself in the limelight because of a peculiar ability
9-The Californians
12-Movie. Edward G. Robinson, Ginger Rogers, Brian Keith in "Tight Spot" (1955), a female convict, taken from prison to a hotel by police in an attempt to get her to testify against a gang leader, refuses to do so until an attempt is made on her life by a crooked cop
38-The American West (C)
11:45
6-7-Joey Bishop Show (C)
12:00
56-News (C)
12:05
56-At Your Service (C)
1:00
4-Movie. Don Taylor, Sally Forrest, Raymond Burr in "Ride the High Iron" (1957), a young opportunist meets an heiress and falls in love with her, but criminal intervention alters his plans
6-Science Fiction Theater

RADIO • TELEVISION • FM

RADIO STATIONS

STA.	KC.	STA.	KC.
WEEI	590	WEZE	1260
WRKO	680	WCRB	1330
WCAS	740	WLYN	1360
WHDH	850	WPLM	1390
WRYT	950	WHIL	1430
WBZ	1030	WMEX	1510
WILD	1090	WNTN	1550
WCOP	1150	WUNR	1600

FM STATIONS

STA.	MEGS.	STA.	MEGS.
WBZ	106.7	WJIB	96.9
WKOX	105.7	WHRB	95.3
WBCN	104.1	WHDH	94.5
WEEI	103.3	WBOS	92.9
WCRB	102.5	WBRS	91.7
WCOP	100.7	WBUR	90.9
WPLM	99.1	WGBH	89.7
WROR	98.5	WERS	88.9

TELEVISION STATIONS

BOSTON		PROVIDENCE		NEW HAMP.	
CH.	STA.	CH.	STA.	CH.	STA.
2	-WGBH	7	-WNAC	10	-WJAR
4	-WBZ	38	-WSBK	12	-WPRI
5	-WHDH	56	-WKBG	9	-WMUR
44	-WGBX			11	-WENH

NEW BEDFORD CH. 6-WTEV



Leonard Nimoy, the popular Mr. Spock of "Star Trek," is among the guests on Allen Ludden's Gallery Wednesday from 8:30 to 10 p.m.



James MacArthur

Enjoys 'Cop' role

James MacArthur is a young man who isn't angry at the establishment, enjoys playing a cop and even likes family movies.

The talented young actor is a cast regular in the popular action-adventure series, "Hawaii Five-O," seen in color Wednesdays at 10 p.m. on Ch. 5. He plays the role of Danny Williams, righthand man to investigator Steve McGarrett (series star Jack Lord).

MacArthur made the transition from juvenile roles in movies to plainclothes cop on TV without suffering the usual growing pains.

"I'm getting a little too old to play a wide-eyed juvenile," says the affable MacArthur. "After an actor has done a few years of such roles, the chance to play a cop is a wonderful opportunity to overhaul the image."

"Don't misunderstand me," adds MacArthur. "I have great respect for family movies like those I played in. Without them I doubt my two youngsters would ever go to a Saturday matinee."

MacArthur is the son of famous parents, actress Helen Hayes and newspaperman-playwright Charles MacArthur.

He may have shed the juvenile roles, but his appeal to the teenage audience is shown by the amount and kind of fan mail he receives every week.

"The anti-establishment youth are getting the publicity, but I hear from kids who find that the law-and-order of our show appeals to them. We've done scripts which deal directly with the problems of young people, and we'll be doing more this coming season."

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OPEN SATURDAY 9 A.M. to 6 P.M.**

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- CLUB STEAK
- SWISS STEAK
- DELMONICO STEAK
- PRIME RIB STEAKS
- BAR-B-QUE STEAKS
- MINUTE STEAKS
- BAR-B-QUE RIBS
- CHUCK ROAST
- POT ROAST
- GROUND BEEF

EXAMPLE
\$7215
TOTAL 185 lbs. 20c/lb.

Approx. Wgt. 130-225 lbs.

2. Consisting of LOIN & RIB

- CLUB STEAK
- RIB STEAK
- PORTERHOUSE STEAK
- RIB ROAST
- MINUTE STEAKS
- T-BONE STEAKS
- SIRLOIN STEAK
- FILET
- SIRLOIN TIP ROAST
- ALSO SMALL AMOUNT OF GROUND BEEF

EXAMPLE
\$7200
TOTAL 140 lbs. 45c/lb.

Approx. Wgt. 130 to 230 lbs.

3. Consisting of LOIN & ROUNDS

- T-BONE STEAK
- ROUND STEAK
- SIRLOIN STEAK
- PORTERHOUSE STEAK
- SMALL AMOUNT OF GROUND STEAK
- SIRLOIN TIP ROAST
- MINUTE STEAKS
- RUMP ROAST
- EYE ROAST
- ROUND ROAST
- CLUB STEAK

EXAMPLE
\$7203
TOTAL 147 lbs. 45c/lb.

Approx. Wgt. 145 to 230 lbs.

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CHOPS**

\$1.00
7 LBS.

**15 LBS.
CHICKEN**

\$1.00

**32 VEAL
CUTLETS**

\$1.00

**10 LBS.
HOT DOGS**

\$1.00

**10 LBS.
BACON**

\$1.00

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MORNING

10:30

6—**Movie.** Mark Stevens, Peggy Dow in "Reunion in Reno" (1951), a little girl goes to a Reno lawyer to investigate the possibility of divorcing her parents

11:00

9—**Cartoon Festival** (C)

For other morning programs, see Monday morning schedule.

AFTERNOON

1:00

5-12—**Love of Life** (C)

6-7-9—**Dream House** (C)

10—**Talk Back** (C)

28—**One Life to Live**

56—**Movie.** Robert Clarke, Darlene Tompkins in "Beyond the Time Barrier" (1960), an

Air Force pilot crashes through the time barrier into the future and finds the earth in pretty bad shape

1:25

5—**TV Cook-In** (C)

1:30

5-12—**As the World Turns** (C)

6-7-9—**Let's Make a Deal** (C)

10-38—**You're Putting Me On**, Bill Leyden (C)

2:00

4-10—**Days of Our Lives** (C)

5-12—**Love is a Many Splendored Thing** (C)

6-9-38—**Newlywed Game** (C)

7—**Movie.** Errol Flynn, Ava Gardner, Tyrone Power in part 1 of "The Sun Also Rises" (1957), Hemingway's tale of the post-World War I "lost generation"

6-9-38—**The Dating Game** (C)

56—**Make Room for Daddy**

2:30

4-10—**The Doctors** (C)

5-12—**Guiding Light** (C)

6-9-38—**The Dating Game** (C)

56—**Make Room for Daddy**



Lovely and talented vocalist Nancy Wilson joins series star Tom Jones on the latter's weekly variety series Thursday at 9 p.m. on Ch. 7.



Sister Jacqueline (Marge Redmond, left) Sister Bertrille (Sally Field, center) and Mother Superior (Madeleine Sherwood) find themselves faced with the prospect of eviction when the 99-year lease on the convent runs out, in "The Landlord Cometh," the Flying Nun episode airing Thursday at 7:30 on Ch. 7.

TOPS TODAY

THE FRENCH CHEF. Julia Child, "Swordfish Dinner in Half an Hour," 7:30 (Ch. 2)

DAVID FROST PRESENTS. "Frankie Howerd: Not Just a Sex Symbol," Group W comedy special, 7:30 (Ch. 4)

ANIMAL WORLD. Bill Burrud watches the New Zealand sheep dog in action, 7:30 (Ch. 5)

SAY, BROTHER. Series presented for and by members of the black community, 8:30 (Ch. 2)

ALLEN LUDDEN'S GALLERY. Jack Albertson, Mort Sahl, Cathy Carlson; portraits of Connie Stevens and Jimmy Webb, 8:30 (Ch. 56)

Webb, 8:30 (Ch. 56)

MOVIE. Cliff Robertson, Dolores Dorn, Beatrice Kay in "Underworld U.S.A.," above average crime drama, 9 (Ch. 5)

THIS IS TOM JONES. Nancy Wilson, Mireille Mathieu, Rich Little, Davy Jones, Herman's Hermits, 9 (Ch. 7)

THE GOLDDIGGERS. Comedy and music tuned to the '20s, '30s and '40s, 10 (Ch. 4)

MOVIE. Glenn Ford, Donald O'Connor, Miyoshi Umeki in "Cry for Happy," funny service comedy, 10 (Ch. 7)

BEN CASEY. Franchot Tone guest stars in "A Memory of Candy Stripes," 10 (Ch. 56)

3:00

4-10—**Another World** (C)

5-12—**Secret Storm** (C)

6-9-38—**General Hospital** (C)

56—**Kimba** (C)

3:30

4-10—**You Don't Say** (C)

5-12—**Edge of Night** (C)

6-9—**One Life to Live** (C)

38—**B'wana Michael**

56—**Bunker Hill**

3:50

7—**Afternoon News** (C)

4:00

4-10—**The Match Game** (C)

5—**Maverick**, drama

6-7-9—**Dark Shadows** (C)

12—**Linkletter Show** (C)

38—**Alvin** (C)

4:25

4—**Floyd Kalber**, news (C)

4:30

4-12—**David Frost Show** (C)

6—**The Flintstones** (C)

7—**Della Reese Show** (C)

9—**Uncle Gus**

10—**I Love Lucy**

38—**Astronut** (C)

56—**Superman**

4:45

2-11—**Friendly Giant**

5:00

2-11—**Misterogers Neighborhood**

5-10—**Perry Mason**

6—**Lost in Space** (C)

38—**Comedy Capers—Mischievous Makers**

56—**Little Rascals**

5:30

2-11—**What's New?**

7—**F Troop** (C)

9—**The Rifleman**

38—**Capture** (C)

56—**The Flintstones** (C)

EVENING

6:00

2—**Antiques**

4-5-10-12—**News**, weather (C)

6—**Gilligan's Island** (C)

7—**I Spy** (C)

9—**ABC News** (C)

11—**Refinishing Furniture**

38—**Tales of Wells Fargo**

56—**Patty Duke Show**

6:30

2—**Folk Guitar**

4-10—**Muntley-Brinkley** (C)

5-12—**Walter Cronkite**, news (C)

6—**Girl From U.N.C.L.E.** (C)

9—**News**, weather

11—**Making Things Grow**

38—**You Asked for It**

56—**Gilligan's Island** (C)

7:00

2-11-44—**News and Comment**

4-7—**News**, weather (C)

5—**What's My Line?** (C)

9—**Zane Grey Theater**

10—**Alfred Hitchcock Drama**

12—**Truth, Consequences** (C)

38—**ABC News** (C)

56—**I Love Lucy**

7:30

2-44—**The French Chef.** "Swordfish Dinner in Half an Hour"

4—**David Frost Presents.** "Frankie Howerd: Not Just a Sex Symbol," the British comedian in his second Group W special, with Dawn Addams, Cilla Black, The Scaffold (C)

★5—

Kal Kan Presents
ANIMAL WORLD
"Wayliffe. Wayliffe"

5-12—**Animal World.** A visit to New Zealand to see the sheep dog in action (C)

6-7-9—**The Flying Nun.** The 99-year lease up in three weeks, the nuns face the prospect of moving out of the convent (C-R)

10—**Thursday Movie**

11—**Column Eight**

38—**Password** (C)

56—**Truth, Consequences**

8:00

2-11—**Washington: Week in Review** (C)

5-12—**The Prisoner.** The captors use scientific methodology against The Prisoner in another attempt to learn why he resigned from his top secret post (C-R)

6-7-9—**That Girl.** Lou slips and falls in Don's office building and, when Don is suspected of collusion, he quits his job (C-R)

38—**Highway Patrol**

44—**Voyageur Country**

56—**Pay Cards.** Doc Severinson, guest (C)

8:15

44—**Critique**, John Daly (C)

8:30

2—**Say, Brother** (C)

4—**Ironside.** The chief sends Eve to live in a girl's residence in a plot to track down an abortionist (C-R)

6-7-9—**Bewitched.** Serena, deciding that Darrin's mother is a "cat," turns her into one (C-R)

11—**Tampe**

38—**Alfred Hitchcock Drama**

56—**Allen Ludden Show** (C)

9:00

5—**Movie.** Cliff Robertson, Dolores Dorn, Beatrice Kay in "Underworld U.S.A." (1961), a boy grows up determined to get the men who murdered his father in a gang slaying

6-7-9—**This Is Tom Jones.** Nancy Wilson, Mireille Mathieu, Rich Little, Davy Jones, Herman's Hermits, 9 (Ch. 7)

11—**E.E.N. Summer Festival.** "International Folk Festival"

12-38—**CBS Movie**

9:15

44—**Trumpets of the Lord** (R)

9:30

2—**Tampe.** "Stimulants"

4-10—**Dagnat.** Joe and Bill search for the mother of an infant found in a trash can (C-R)

10:00

2-11—**Newsfront**

4-10—**The Goldiggers.** Tonight's finale features songs of 1938 (C)

6-9—**It Takes a Thief** (C-R)

7—**Movie.** Glenn Ford, Donald O'Connor, Miyoshi Umeki in "Cry for Happy" (1961), a Navy combat photography team, living it up in a Japanese Geisha house, must turn its paradise into an orphanage to cool the brass (C)

56—**Ben Casey.** Dr. Casey rehabilitates an alcoholic derelict (Franchot Tone)

10:30

2—**Sounds of Summer** (C-R)

11—**Footprints** (R)

11:00

4-5-6-7-9-10-12—**News**

38—**The American West** (C)

56—**The Outer Limits**

11:15

7—**Movie** (cont'd)

11:20

9—**The Californians**

11:30

4-10—**Tonight Show** (C)

5—**Movie.** Peter Cushing, Bernard Lee, Michele Mercier in "Fury at Smugglers' Bay" (1962), the leader of a cut-throat band of ship wreckers holds a community in the grip of terror

6—**Joey Bishop Show** (C)

12—**Movie.** Sean Connery, Alfred Lynch, Stanley Holloway, Alan King in "Operation Warhead" (1963), two can men, seeking a soft life in the British Army, reluctantly become heroes

12:00

7—**Joey Bishop Show** (C)

56—**News** (C)

12:05

56—**At Your Service** (C)

1:00

4—**Movie.** Will Rogers Jr., Maureen O'Sullivan, Troy Donahue in "Wild Heritage" (1958), adventures of two pioneer families as they trek West to build new homes in a new land

6—**Science Fiction Theater**

MORNING

- 6:25
7—**Playhouse Workshop**
10:30
6—**Movie.** Tony Curtis, Pat Crowley, Ernest Borgnine in "The Square Jungle" (1956), a youth from the slums turns to boxing and becomes a temporary champ

- 11:00
9—**Dudley Do-Right**
For other morning programs, see Monday morning schedule.

AFTERNOON

- 1:00
5-12—**Love of Life** (C)
6-7-9—**Dream House** (C)
10—**Talk Back** (C)
38—**One Life to Live**
56—**Movie.** Diana Dors, Jack Buchanan, Janette Scott in "As Long as They're Happy" (1955), an Englishman's daughter falls for a visiting American crooner

- 1:25
5—**TV Cookout** (C)
1:30
5-12—**As the World Turns** (C)
6-7-9—**Let's Make a Deal** (C)
10-38—**You're Putting Me On,** Bill Leyden (C)

- 2:00
4-10—**Days of Our Lives** (C)
5-12—**Love Is a Many Splendored Thing,** drama (C)
6-9-38—**Newlywed Game** (C)
7—**Movie.** Part 2 of "The Sun Also Rises"

- 2:30
4-10—**The Doctors** (C)
5-12—**Guiding Light** (C)
6-9-38—**The Dating Game** (C)
56—**Make Room for Daddy**
3:00
4-10—**Another World** (C)
5-12—**Secret Storm** (C)
6-9-38—**General Hospital** (C)
56—**Kimba** (C)

- 3:30
4-10—**You Don't Say** (C)
5-12—**Edge of Night** (C)
6-9—**One Life to Live** (C)
38—**B'wana Michael**
56—**Bunker Hill**
3:50
7—**Afternoon News** (C)

- 4:00
4-10—**The Match Game** (C)
5—**Maverick,** drama
6-7-9—**Dark Shadows** (C)
12—**Linkletter Show** (C)
38—**Alvin** (C)
4:25
4—**Floyd Kalber,** news (C)

- 4:30
4-12—**David Frost Show** (C)
6—**The Flintstones** (C)
7—**Della Reese Show** (C)
9—**Uncle Gus**
10—**I Love Lucy**
38—**Astronaut** (C)
56—**Superman**

- 4:45
2-11—**The Friendly Giant**
5:00
2-11—**Misterogers' Neighborhood** (C)
5-10—**Perry Mason**
6—**Lost in Space** (C)
38—**Comedy Capers-Mischief Makers**
56—**Little Rascals**

TOPS TODAY

SUMMER FOCUS 1969. "The Violent Americans," documentary narrated by Frank Reynolds. 8 (Ch. 7)

TONY MARTIN plays "Pay Cards." 8 (Ch. 56)

N.E.T. PLAYHOUSE. "The National Theater of the Deaf—Encore." 8:30 (Ch. 2)

ALLEN LUDDEN'S GALLERY. Steve Forrest, Jane Kean, Hal Frazier, Jill Schary, Back Porch Majority; portraits of Marlon Brando, Candice Bergen. 8:30 (Ch. 56)

MOVIE. Curt Jurgens, May Britt in "The Blue Angel." 9 (Ch. 5)

HUGH HEFNER VARIETY HOUR. Bill Cosby, Carmen McRae, Teddy Neeley, Pete Seeger, Linda Carey. 10 (Ch. 38)

BEN CASEY. Luther Adler, Ray Walston guest star in "The White Ones Are Dolphins." 10 (Ch. 56)

GOLF. Highlights of the opening rounds of the PGA Championship. 10:30 (Ch. 7)

MOVIE. Efram Zimbalist Jr., Angie Dickinson, Jack Kelly, Don Ameche in "A Fever in the Blood," story of a murder trial with political overtones. 11:30 (Ch. 5)

- 5:30
2-11—**What's New?**
7—**F Troop** (C)
9—**The Rifleman**
38—**Capture** (C)
56—**The Flintstones** (C)

EVENING

- 6:00
2—**Bridge,** with Jean Cox
4-5-10-12—**News,** weather (C)
6—**Gilligan's Island** (C)
7—**I Spy** (C)
9—**ABC News** (C)
11—**Evans—Novak Report**
38—**Tales of Wells Fargo**
56—**Patty Duke Show**

- 6:30
2—**Elliott Norton** (C-R)
4-10—**Muntley-Brinkley Report**
5-12—**Walter Cronkite,** news (C)
6—**Girl From U.N.C.L.I.** (C)
9—**News,** weather
11—**Playing the Guitar**
38—**You Asked for It**
56—**Gilligan's Island** (C)

- 7:00
2-11-44—**News and Comment**
4-7—**News,** weather (C)
5—**What's My Line?** (C)
9—**Zane Grey Theater**
10—**Alfred Hitchcock Drama**
12—**Truth, Consequences** (C)
38—**ABC News** (C)
56—**I Love Lucy**

- 7:30
2-44—**Evans/Novak Report** (C)
4-10—**The High Chaparral.** Victoria's kindness to a Mexican child results in her being kidnaped by the boy's father (Michael Ansara) (C-R)
5-12—**Wild, Wild West.** An instructor (Jack Carter) at a Secret Service training school suffers a wound while demonstrating techniques (C-R)

- 6-7-9—**Let's Make a Deal** (C)
11—**Antiques**
38—**Password** (C)
56—**Truth, Consequences** (C)

- 8:00
2—**Circus** (R)
6-7-9—**Summer Focus 1969.** "The Violent Americans," documentary exploring measures designed to curb lawlessness and crime (C)
11—**Best of Both Worlds** (R)
38—**Highway Patrol**
44—**White Trails**
56—**Pay Cards.** Tony Martin, guest (C)

- 8:15
44—**Say, Brother** (C)
8:30
2-11—**N.E.T. Playhouse.** "The National Theater of the Deaf—Encore," second hour of theater by the talented company of deaf actors who, using sign language, perform a Kabuki drama and Anton Chekhov's monologue, "On the Harmfulness of Tobacco" (C)

4-10—**The Name of the Game.** Shirley Jones, Ossie Davis. A Howard editor is kidnaped by a man who hopes to use the ransom money to overthrow the government of a small African nation (C-R)

5-12—**Gamer Pyle.** Sgt. Hacker, Carter's "enemy" in war-game exercises, tries to use guileless Gamer in a plot to defeat his rival (C-R)

38—**Alfred Hitchcock Drama**
56—**Allen Ludden's Gallery.** Steve Forrest, Jane Kean, Hal Frazier, Jill Schary, Back Porch Majority; portraits of Marlon Brando by Bob Thomas, Candice Bergen by Jill Schary (C)

9:00
5-12—**Movie.** Curt Jurgens, May Britt, Theodore Bikel, John Banner in "The Blue Angel" (1959), a staid professor's romance with a nightclub entertainer leads to his downfall (C-R)

6-38—**Suspense Theater** (C)
7-9—**Judd for the Defense.** Richard Kiley, Joanne Linville, John Dehner guest star in part 2 of "The Holy Ground" (C-R)

9:15
44—**Trumpets of the Lord** (R)
10:00
2-11—**Newsfront**
4-10—**The Saint.** Simon is hired by two men, each claiming the other is impersonating him (C-R)

6-7-9—**Dick Cavett Show** (C)
38—**After Dark.** Hugh Hefner welcomes Bill Cosby, Carmen McRae, Teddy Neeley, Pete Seeger, Linda Carey (C)
56—**Ben Casey.** Luther Adler, Ray Walston. An eccentric crusader picks the hospital, embarrassing his student-nurse daughter

10:30
2—**Sounds of Summer** (C-R)
6-7-9—**Golf.** Highlights of the first two rounds of the PGA Championship (C)

11—**Young Musical Artists**
11:00
4-5-6-7-9-10-12—**News**

38—**Movie.** Ronald Reagan, Virginia Mayo in "Girl From Jones Beach" (1949), comedy about an artist searching for the perfect female model

56—**The Outer Limits**
11:20
9—**The Californians**
11:30
4-10—**Tonight Show** (C)

5—**Movie.** Efram Zimbalist Jr., Angie Dickinson in "A Fever in the Blood" (1961), a judge, a district attorney and a senator, all with gubernatorial aspirations, are involved in a murder trial

6-7—**Joey Bishop Show** (C)

12—**Movie.** Susan Hayward, Robert Mitchum, Walter Slezak in "White Witch Doctor" (1953), a nurse, with humanitarian motives, is escorted to the upper regions of the Congo by two men who have motives of their own (C)

12:00
56—**News** (C)

12:05
56—**At Your Service** (C)

1:00
4—**Movie.** Burt Lancaster, Yvonne DeCarlo, Dan Duryea in "Criss Cross" (1948), two men commit an armed car robbery, then double cross each other, bringing about their own destruction

6—**Movie.** Jean Marais, Rossana Schiaffino in "Blood, On His Sword" (1961), a dashing hero saves the king's god-daughter from charges of witchcraft

1:50
5—**Burke's Law**



Victoria Cannon (Linda Cristal) turns teacher when Tucson's only school is closed and finds her life in jeopardy, in "For the Love of Carlos" on The High Chaparral, Friday at 7:30 p.m. over Ch. 4.



May Britt stars as Lola, an exotic nightclub performer in "Blue Angel," this week's CBS Friday Night Movie on Ch. 5 at 9 p.m.

MORNING

- 6:00
4—The Big Picture (C)
6:25
7—Agriculture, U.S.A.
6:30
4—World of Animals (C)
5—Black Heritage (C)
6—Farmer's Corner (C)
7:00
4—Boomtown, Rex Trailer (C)
5—Bozo's Big Top (C)
6—Long John Silver (C)
7—King Kong
7:30
6—Three Stooges (C)
7—Linus the Lionhearted
8:00
5-12—Go-Go Gophers (C)
6—Felix the Cat (C)
7—Toy Phone Theater
10—Leave It to Beaver
8:30
5-12—Bugs Bunny—Road Runner (C)
6—Flash Gordon (C)
9—Ring-a-Ding the Clown
10—Trails West
38—Davey and Goliath (C)
9:00
6-7-9—Casper Cartoons (C)
10-38—Super 6 (C)
9:30
5-12—Wacky Races (C)
6-7-9—Gulliver (C)
10-38—Cool McCool (C)
9:55
56—At Your Service (C)
10:00
4-10—The Flintstones (C)
5-12—Archie Show (C)
6-7-9—Spiderman (C)
38—Alvin Show (C)
56—Roller Derby, San Francisco Bay Bombers vs. Midwest Pioneers (C)
10:30
4-10—NBC Children's Theater, Don Ferrone in "Robin Hood," story of the legendary hero of Sherwood Forest (C-R)

- 5-12—Batman-Superman (C)
6-7-9—Fantastic Voyage (C)
38—Colonel Bleep (C)
11:00
6-7-9—Journey to the Center of the Earth (C)
38—Happening '69
56—Wrestling Matches
11:30
4-10—Underdog (C)
5—News, weather (C)
6-7-9—Fantastic Four (C)
12-38—Mertuloids (C)

AFTERNOON

- 12:00
4—News, weather (C)
5—Candlepin Bowling (C)
6-9—George of the Jungle (C)
7—Movie, Guy Madison, Frank Lovejoy, Vera Miles in "Charge at Feather River" (1953), the cavalry vs. the Indians
10—Storybook Squares (C)
12-38—Shazzan! (C)
56—Movie, Richard Harrison, Maira Orfei in "Revolt of the Proletarians" (1963), costume epic (C)
12:30
4—Confrontation (C)
6-9—American Bandstand (C)
10—Untamed World (C)
12-38—Jonny Quest (C)
1:00
4—Untamed World (C)
5—Winning Pins (C)
10—Championship Bowling
12-38—Moby Dick (C)
1:30
4—Storybook Squares (C)
6—Happening '69 (C)
12—Saturday Movie Special
38—The Lone Ranger (C)
56—Movies, Wayne Morris, Lola Albright in "Arctic Flight" (1952), bush pilots battle foreign agents in the cold country. John Forsythe in "Death Pays in Dollars" (1966), crime drama

- 1:55
7—News (C)
2:00
4-10—Big League Baseball (C)
5—Movies, Burt Lancaster, Robert Walker, Joanne Dru in "Vengeance Valley" (1951), Western about a cowpoke who spends most of his time keeping his ne'er-do-well brother out of trouble. Joe Kirkwood, Elyse Knox in "Joe Palooka" (1946), film based on the famous comic strip
6—Roller Derby (C)
7—The Addams Family
9—Western Theater
38—American Bandstand
2:30
7—Ideas on Trial (C)
3:00
6—Movie, Mickey Rooney, Virginia Welles in "Francis in the Haunted House" (1956), another talking mule comedy
7—Firing Line (C)
9—Zane Grey Theater
38—Wrestling Matches
3:30
9—The Rifleman
4:00
7—Champ'nship Bowling (C)
9—The Untouchables
12—Four Hands on the Wheel, Auto racing (C)
38—Las Vegas Boxing (C)
56—Bowery Boys
4:45
2—The Friendly Giant (R)
5:00
2—Misterogers' Neighborhood (R)
4—Forest Rangers
5—12 O'Clock High
6-7-9—Golf, PGA Championship Tournament, 3d round (C)
10—Tim Holt Theater
12—Hawaii Five-O
56—Combat, drama
5:30
2—What's New? (R)
4—Muckleberry Finn (C-R)

EVENING

- 6:00
2—International Magazine (R)
4-5-10-12—News, weather (C)
38—Movie, George Brent, Brenda Marshall in "South of Suez" (1940), discovery of a fabulous diamond results in violence and murder
56—My Favorite Martian
6:30
4-10—Huntley-Brinkley (C)
5—Controversy (C)
6—Car and Track (C)
7—News, weather (C)
9—Clyde Joy Show
12—Joseph Benti, news (C)
56—Gilligan's Island (C)
7:00
2—N.E.T. Festival (C-R)
4—I Dream of Jeannie (C-R)
6—Your All-American College Show (C)
7—Collected Garroway (C-R)
9—The King Family
10—Death Valley Days (C)
12—Truth, Consequences (C)
56—I Love Lucy
7:30
4-10—Adam-12, Anna Capri, Gary Crosby, Malloy is romantically pursued by an oil heiress to whom he is-

TOPS TODAY

- GOLF, Final holes of 3d round of PGA Championship, Dayton C.C. 5 (Ch. 7)
ADAM-12, Anna Capri, Gary Crosby guest star in "Boy... The Things You Do for the Job!" 7:30 (Ch. 4)
HENRY MORGAN plays "Pay Cards" 7:30 (Ch. 56)
GET SMART, Tom Poston guest stars in "Shock It to Me." 8 (Ch. 4)
MOVIE, Burt Lancaster stars

- sued a traffic citation (C-R)
5-12—Jackie Gleason Show, A fetching senorita (Rita Gam) and her accomplice plot to swindle the world travelers out of \$500 (C-R)
6-7-9—The Dating Game (C)
38—Sea Hunt
56—Pay Cards, Henry Morgan, guest (C)
8:00
2—N.E.T. Journal (C-R)
4-10—Get Smart, A mad scientist kidnaps Max and 99, planning to use them in his experiments in suspended animation (C-R)
6-7-9—The Newlywed Game (C)
38—Steel Pier Show (C)
56—Wilburn Brothers, Wanda Jackson (C)
8:30
4-10—The Ghost and Mrs. Muir, Despite Capt Gregg's warning, Carolyn interferes in her housekeeper's romance with a shy dentist (Jonathan Harris) (C-R)
5-12—My Three Sons, Chip and Ernie observe Robbie in the company of a glamorous "older woman" (C-R)
6-7-9—Lawrence Welk Show (C)
56—Porter Wagoner, Tom T. Hall (C)
9:00
2—David Susskind Show (C)
4-10—Movie, Burt Lancaster, Karl Malden, Thelma Ritter, Neville Brand in "Birdman of Alcatraz" (1962), true story of Robert Stroud, the life-sentence prisoner who became a self-taught authority on bird diseases (R)
5-12—Hogan's Heroes, Hogan plans to free the underground's top man from the Gestapo by capturing Gen Burkhalter and holding him for exchange (C-R)
38—Alfred Hitchcock Drama
56—Movie, Eduardo Cionelli, Onslow Stevens in "The Creeper" (1948), a serum developed from cats turns a man into a clawing killer
9:30
5-12—Football, Green Bay Packers vs. Chicago Bears (C)
6-7-9—Johnny Cash Show, O.C. Smith and his son, O.C. Jr., The First Edition, Grandpa Jones, Melanie (C)
38—Movie, Humphrey Bogart, Ingrid Bergman, Paul Henreid in "Casablanca" (1942), an old flame involves a Casablanca casino owner in intrigue
10:30
6—The Rifleman

- as Robert Stroud, the "Birdman of Alcatraz." 9 (Ch. 4)
FOOTBALL, Green Bay Packers vs. Chicago Bears, County Stadium, Milwaukee, 9:30 (Ch. 5)
JOHNNY CASH SHOW, O. C. Smith and his son, O. C. Jr., The First Edition, Grandpa Jones, Melanie, 9:30 (Ch. 7)
MOVIE, Humphrey Bogart, Ingrid Bergman, Paul Henreid in "Casablanca." 9:30 (Ch. 38)
7—News, weather (C)
9—The Falcon
56—Movie, John Erickson, Yvonne Furneaux in "Slave Queen of Babylon" (1962), a queen falls for a slave and is torn between love and duty (C)
11:00
2—Critique (C-R)
6-9—News, weather
7—Movies, Edmond O'Brien, Julie London, Laraine Day in "The Third Voice" (1960), an impostor is hired to pose as a murdered financier by his private secretary. Anthony Carbone, Betsy Jones-Moreland in "Creature from the Haunted Sea" (1960), film featuring a combination of gangsters, fleeing revolutionaries and a sea beast
38—Across the Seven Seas (C)
11:15
9—Honey West, Anne Francis
11:30
6—Movies, Howard Duff, Martha Toren, George Brent in "Illegal Entry" (1949), undercover agents crack a large scale alien smuggling operation. Geoffrey Horne, Robert Morley in "Joseph and His Brethren" (1960), biblical story of Joseph, sold into slavery by his jealous brothers
12:00
4-10—News, weather (C)
56—Les Crane Show (C)
12:30
4—Movie, Janet Leigh, Peter Lawford in "Just This Once" (1952), when a lady lawyer, guardian of a spendthrift millionaire's estate, cuts his allowance, he retaliates by moving into her apartment
5—News, weather
10—Big Show
12—Movie, James Garner, Edmond O'Brien in "Up Periscope" (1959), a Navy lieutenant is transported by submarine to a Japanese-held island to take pictures of enemy installations
1:00
5—Movie, Robert Mitchum, Tab Hunter, Teresa Wright, Diana Lynn in "Track of the Cat" (1954), story of a cougar hunt amid family squabbles (C)
56—At Your Service (C)
2:00
7—ABC News (C)
3:05
5—Burke's Law



Larry Hagman (center) "embraces" laugh-in stars Arte Johnson and Judy Carne as Gary Owens broadcasts the action in these scenes from "The Biggest Star in Hollywood," the I Dream of Jeannie episode airing on Ch. 4 Saturday at 7 p.m.

Movie Schedule This Week

SUNDAY

12:00 Noon—"Separate Tables" (1957), Burt Lancaster, Rita Hayworth, Deborah Kerr, David Niven; "End of the River" (1958), Sabu, Raymond Lovell (4); "The Deep Six" (1958), Alan Ladd, William Bendix, James Whitmore, Joey Bishop, Dianne Foster; "Tall Story" (1960), Jane Fonda, Anthony Perkins (7); "Almost A Bride" (1949), Shirley Temple, David Niven; "Red Stallion" (1947), Robert Polge, Ted Donaldson (56)

1:30 P.M.—"Down to the Sea in Ships" (1949), Richard Widmark, Lionel Barrymore, Dean Stockwell; "The Choppers" (1962), Arch Hall Jr., Marianne Gaba, Tom Brown; "The Fall Guy" (1963), Ed Dugan, George Andre, Madeline Francis (10)

2:00 P.M.—"Comin' Round the Mountain" (1951), Abbott and Costello, Dorothy Shay (6)

4:30 P.M.—"Everything I Have Is Yours" (1952), Marge and Gower Champion, Dennis O'Keefe (4); "Colorado Territory" (1949), Joel McCrea, Virginia Mayo (38)

5:00 P.M.—"Walking My Baby Back Home" (1954), Donald O'Connor, Janet Leigh, Buddy Hackett (7)

9:00 P.M.—"The Agony and the Ecstasy" (1965), Charlton Heston, Rex Harrison, Diane Cilento (6-7-9); "That Certain Woman" (1937), Bette Davis, Henry Fonda (38)

10:00 P.M.—"Pursuit to Algiers" (1945), Basil Rathbone, Nigel Bruce (56)

11:30 P.M.—"Jazz Boat" (1960), Anthony Newley, Anne Aubrey, Bernie Winters (10); "The Happy Time" (1952), Charles Boyer, Louis Jourdan, Linda Christian (12)

11:45 P.M.—"Hollywood Cavalcade" (1939), Don Ameche, Alice Faye (5)

12:00 Midnight—"Forbidden" (1954), Tony Curtis, Joanne Dru (6); "Bird of Paradise" (1951), Louis Jourdan, Jeff Chandler, Debra Paget (7)

MONDAY

10:30 A.M.—"Johnny Stool Pigeon" (1949), Howard Duff, Shelley Winters, Dan Duryea (6)

1:00 P.M.—"The Hostage" (1957), Ron Randall, Mary Parker (56)

2:00 P.M.—"Mississippi Gambler" (1953), Tyrone Power, Piper Laurie, Julie Adams (7)

10:00 P.M.—"Inspector General" (1949), Danny Kaye, Walter Slezak (38)

11:30 P.M.—"Lion of Thebes" (1964), Mark Forest, Yvonne Furneaux (5); "Flame of the Islands" (1955), Yvonne DeCarlo, Howard Duff (12)

1:00 A.M.—"Queen Bee" (1955), Joan Crawford, Barry Sullivan, Betsy Palmer, John Ireland (4)

TUESDAY

10:30 A.M.—"Once More, My Darling" (1949), Robert Montgomery, Ann Blyth (6)

1:00 P.M.—"Without Honor" (1950), Lorraine Day, Franchot Tone, Bruce Bennett, Dane Clark (56)

2:00 P.M.—"That Wonderful Urge" (1949), Tyrone Power, Gene Tierney (7)

9:00 P.M.—"Ride to Hangman's Tree" (1967), Jack Lord, James Farentino, Don Galloway (4-10)

10:00 P.M.—"20,000 Years in Sing Sing" (1933), Spencer Tracy, Bette Davis (38)

11:30 P.M.—"Lavender Hill Mob" (1952), Alec Guinness, Stanley Holloway; "Sherlock Holmes and the Deadly Necklace" (1964), Christopher Lee, Senta Berger (5); "In a Lonely Place" (1950), Humphrey Bogart, Gloria Grahame, Frank Lovejoy (12)

1:00 A.M.—"Four Girls in Town" (1957), Julie Adams, Elsa Martinelli, Sydney Chaplin, George Nader (4)

WEDNESDAY

10:30 A.M.—"Peggy" (1950), Diana Lynn, Rock Hudson, Charles Coburn (6)

1:00 P.M.—"Jumping for Joy" (1956), Frankie Howard, Stanley Holloway (56)

2:00 P.M.—"Rawhide" (1951), Tyrone Power, Susan Hayward (7)

9:00 P.M.—"Sands of Kalahari" (1965), Stuart Whitman, Stanley Baker, Susannah York (6-9); "One Man's Way" (1964), Dan Murray, Diana Hyland, William Windom (7)

10:00 P.M.—"Four's a Crowd" (1938), Errol Flynn, Rosalind Russell, Olivia DeHavilland (38)

11:30 P.M.—"Highway to Battle" (1960), Gerard Heinz, Margaret Tyack, Ferdie Mayne; "The Most Wanted Man" (1962), Fernando, Zsa Zsa Gabor, David Opatoshu, Nicole Maury (5); "Tight Spot" (1955), Edward G. Robinson, Ginger Rogers, Brian Keith (12)

1:00 A.M.—"Ride the High Iron" (1957), Don Taylor, Sally Forrest, Raymond Burr (4)

THURSDAY

10:30 A.M.—"Reunion in Reno" (1951), Mark Stevens, Peggy Dow (6)

1:00 P.M.—"Beyond the Time Barrier" (1960), Robert Clarke, Darlene Tompkins (56)

2:00 P.M.—"The Sun Also Rises" (part 1) (1957), Errol Flynn, Ava Gardner, Tyrone Power (7)

9:00 P.M.—"Underworld U.S.A." (1961), Cliff Robertson, Dolores Dorn, Beatrice Kay (5); "Gigot" (1962), Jackie Gleason, Katherine Kath (12-38)

10:00 P.M.—"Cry for Happy" (1961), Glenn Ford, Donald O'Connor, Miyoshi Umeki (7)

11:30 P.M.—"Fury at Smugglers' Bay" (1962), Peter Cushing, Bernard Lee, Michele Mercier (5); "Operation Warhead" (1963), Sean Connery, Alfred Lynch, Stanley Holloway, Alan King (12)

1:00 A.M.—"Wild Heritage" (1958), Will Rogers Jr., Maureen O'Sullivan, Troy Donahue (4)

FRIDAY

10:30 A.M.—"The Square Jungle" (1956), Tony Curtis, Pat Crowley, Ernest Borgnine (6)

1:00 P.M.—"As Long as They're Happy" (1955), Jack Buchanan, Janette Scott (56)

2:00 P.M.—"The Sun Also Rises" (part 2) (7)

9:00 P.M.—"The Blue Angel" (1959), Curt Jurgens, May Britt, Theodore Bikel, John Banner (5-12)

11:00 P.M.—"Girl From Jones Beach" (1949), Ronald Reagan, Virginia Mayo, Eddie Bracken (38)

11:30 P.M.—"A Fever in the Blood" (1961), Efram Zimbalist Jr., Angie Dickinson, Jack Kelly, Don Ameche (5); "White Witch Doctor" (1953), Susan Hayward, Robert Mitchum, Walter Slezak (12)

1:00 A.M.—"Criss Cross" (1948), Burt Lancaster, Yvonne DeCarlo, Dan Duryea (4); "Blood On His Sword" (1961), Jean Marais, Rossano Schiaffino (6)

SATURDAY

12:00 Noon—"Charge at Feather River" (1953), Guy Madison, Frank Lovejoy, Vera Miles (7); "Revolt of the Praetorians" (1963), Richard Harrison, Maira Orfei (56)

1:30 P.M.—"Arctic Flight" (1952), Wayne Morris, Lola Albright; "Death Pays in Dollars" (1966), John Forsythe (56)

2:00 P.M.—"Vengeance Valley" (1951), Burt Lancaster, Robert Walker, Joanne Dru; "Joe Palooka" (1946), Joe Kirkwood, Elyse Knox (5)

3:00 P.M.—"Francis in the Haunted House" (1956), Mickey Rooney, Virginia Welles (6)

9:00 P.M.—"South of Suz" (1940), George Brent, Brenda Marshall (38)

10:00 P.M.—"Birdman of Alcatraz" (1962), Burt Lancaster, Karl Malden, Thelma Ritter, Neville Brand (4-10); "The Creeper" (1948), Eduardo Cionelli, Onslow Stevens (56)

9:30 P.M.—"Casablanca" (1942), Humphrey Bogart, Ingrid Bergman, Paul Henreid (38)

10:30 P.M.—"Slave Queen of Babylon" (1962), John Erickson, Yvonne Furneaux (56)

11:30 P.M.—"The Third Voice" (1960), Edmond O'Brien, Julie London, Lorraine Day; "Creature from the Haunted Sea" (1960), Anthony Carbone, Betsy Jones-Moreland (7)

11:30 P.M.—"Illegal Entry" (1949), Howard Duff, Maria Toren, George Brent; "Joseph and His Brethren" (1960), Geoffrey Horne, Robert Marley (6)

12:30 A.M.—"Just This Once" (1952), Janet Leigh, Peter Lawford (4); "Up Periscope" (1959), James Garner, Edmond O'Brien (12)

1:00 A.M.—"Track of the Cat" (1954), Robert Mitchum, Tab Hunter, Teresa Wright, Diana Lynn (5)

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must be their own promoters, traveling with their film to rent theaters, buy advertising and endure countless interviews. Paul Brennan traveled with the filmmakers, Al and David Maysles, to New York and to Washington, discovering the delights of celebrity status. The Boston premier in July was a homecoming both for Brennan and the Maysles, two brothers who had made "Salesman" as their testament to the people they grew up with in the Irish section of Dorchester. The Maysles are Jewish, but their father worked for years in the Irish fortress known as the Boston Post Office, had an Irish brogue for stories and planted his family in the midst of the Boston Irish. In Boston, this fiercely ethnic city, everybody is conscious of what everybody else is. David Maysles remembers that the mention of a name was always accompanied by "He's an Irish fella," "he's a Jewish fella," etc., etc.

PAUL Brennan wears the Irish label in his face, its bones covered by skin that is a pale of the sort that one suspects never tans, only reddens and pales again. The pouches under the eyes and the lines around the mouth and forehead have a quizzical cast. There is a strong resemblance to Burgess Meredith. His voice is the purest Boston Irish, especially in his mimicry of his father, so well captured on film: "You should jin the farce, jin the farce, get a pinsion."

To young men born in Paul's generation in the Irish ghetto of Cambridge, "the farce", the civil service, selling, were high ambitions. Even today there are masses of the Irish huddled in the ranks of the lower middle class in Boston. The three decker tenement and the cloth caps are very much a part of this city as it moves towards the '70's, not simply relics of another age.

Paul Brennan was the middle son in a family of three boys and two girls. The youngest died in the war ("Everybody liked Frankie. He had that marcelled-looking hair, he was handsome as a movie star.") The oldest ventured beyond his peers, to MIT and to a prestigious job in Washington as an engineer. ("He was the aristocrat, my brother, the aristocrat. My mother never laid a hand on him.") Paul speaks of him often, with pride and not a little awe.

After graduating from Cambridge Latin High School and attending one year of night law school, Paul Brennan enlisted in the field artillery in World War II. After the war he started on what was to be a 20-year door-to-door selling career. He married, but it didn't last, and his two daughters now grown, were raised by his ex-wife. He has been separated from her for fifteen years.

continued

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BOSTON IS BOOKED SOLID!

The second New England Book Festival trots out September 12, 13 and 14, at Suffolk Downs. Sponsored by the Globe.



The cast at New York world premiere: Brennan, James Baker, Charlie McDevitt, Martos.

The Maysles made 'Salesman' as their testament to the people they grew up with in the Irish section of Dorchester.

Salesman continued

IT is not often said of the Irish that they are humble, and when Paul Brennan lets drop the names of the famous he has met in his recent travels, it is clear he is speaking of his equals. Not that he is boastful, just egalitarian. Relaxing during a lull in the hustle of their Boston premier, Paul and another salesman featured in the film, Raymond Martos of South Boston, chortled at their own stories at how they introduced one of Ray's former high school pals—one Martin J. Cronin—to Washington society.

"There was this party," Paul says. "In Georgetown. Here's Martin J. Cronin in the middle of society, at a house that belongs to the director of the National Gallery of Art. He really threw the bomb, Marty. This woman comes up, what's her name? She's the real queen—Alice—"

"Alice Roosevelt Longworth? (Teddy's daughter and dowager empress of Washington).

"She comes up to Marty and she says, 'And what did you do in the film?' Marty throws his arm around her shoulder and says, 'Well, mother, my name's Martin J. Cronin and I work in the Brewery in South Baltimore.'"

Brennan and Martos roar at the memory. "Everybody's drinkin' martinis and here's Marty with a can of beer. Then he goes out and starts makin' love to the maid. I like that! Here he is in the middle of society, 2806 N St. in Georgetown and Martin J. Cronin is in the kitchen makin' love to the maid."

Paul didn't have an "affinity" for the Washington society types. It was different in New York. "I have more affinity for actors and actresses. I met Lauren Bacall and Ali McGraw, they were regular scouts. I had more affinity for them."

He didn't like most of the parties. "The girls are so affected, most of 'em. I can do without it. They were kooks, some of the girls."

continued

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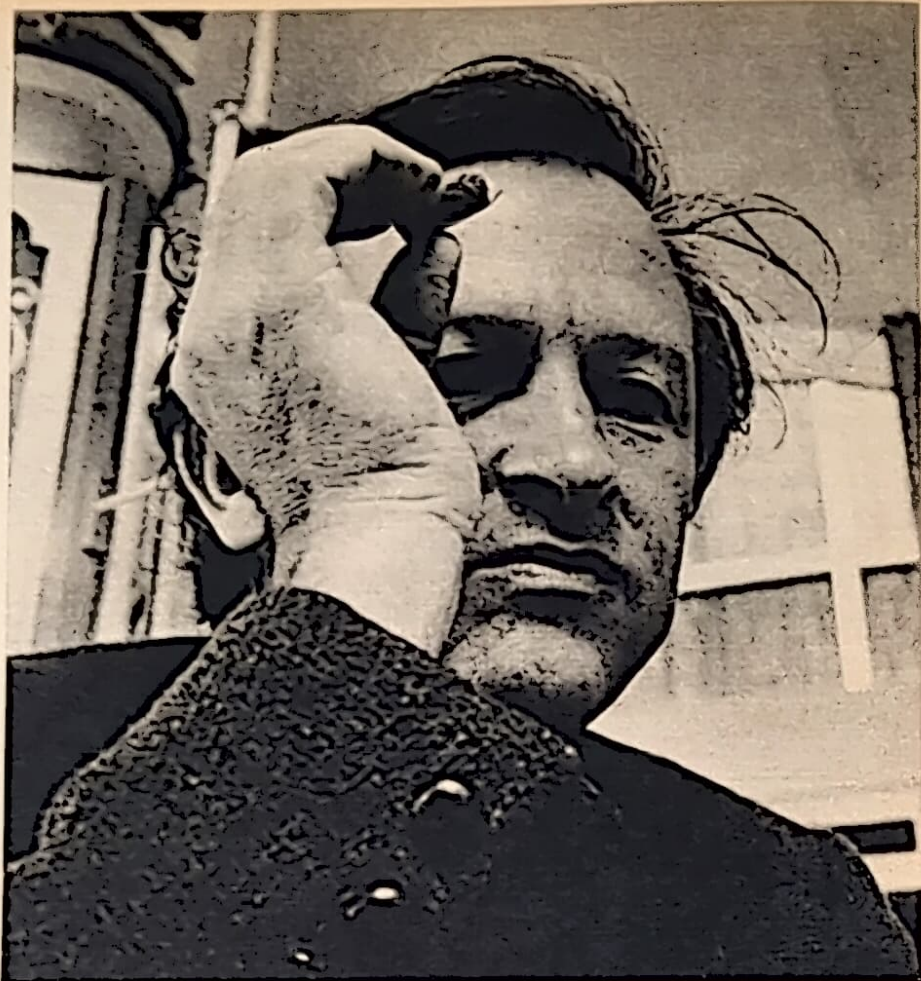
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Albert Moyses

'New York is a tough place. These women. Well, they're tough broads. Women are getting to be too outgoing these days.'

Salesman *continued*

Ray: "We went to one party and the people looked at us—"

Paul: "Like we were vermin."

Ray: "Well, we were out of place there. There was this painting on the floor."

Paul: "New York is a tough place. My agent says I have to live in New York. Those women. Well, they're tough broads. I don't know, women are getting to be too outgoing these days. I mean there's no chivalry anymore. Some of these women are pretty smart, but hard, you know."

ALL four of the salesmen in the film now consider themselves experts on the art of film. They bandy terms like "cinema verite" with nonchalance. They criticize the critics and quote reviews and are annoyed by deprecating references to their profession: "Four dishonest-to-God ped-

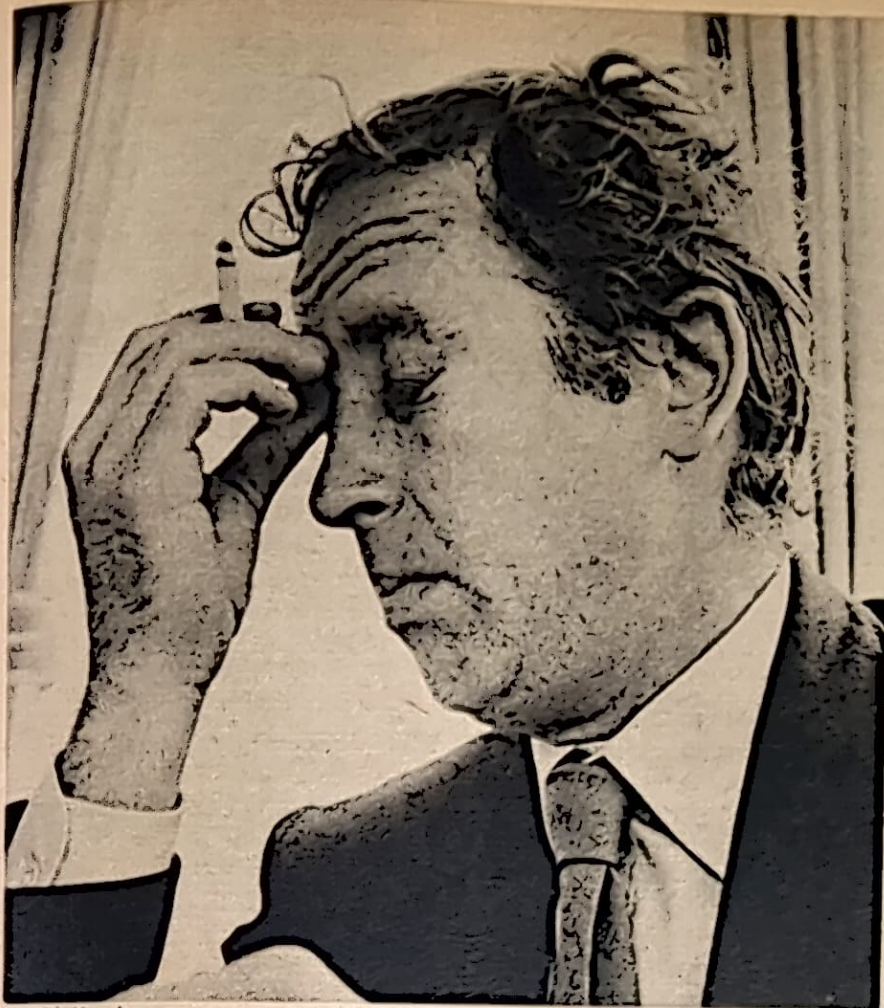
dlers—" *Newsweek*: "The wretched hawkers of the Holy Writ."—*New Yorker*.

Paul: "Now, I don't think these people know anything about selling. I mean, they're writers but when they get into the techniques of selling they don't know. When I look at other modes of selling ours looks pretty good. We're not pollyannas, we use a hard line. Bible selling techniques aren't any different than most other modes of selling. If it's dishonest, why is it sanctioned by the Catholic Church? These people call us dishonest but they never back the statement up."

Ray: "Maybe some people had an ax to grind. But some guys cut us up and then said go see the film. (Shrugs) You have to take the bad with the good."

How did they like themselves on screen?

Paul: "If I had any illusions about my-



David Maysles

self they were destroyed. Wooh! The first time I saw it I was really disturbed. That was an awful stranger up there."

Ray: "I just thought 'what a big monster.' I guess we all think we're more glamorous than we really are."

Paul: "I think that by watching the four of us on the screen you got to know what kind of characters we are."


What came across as his image?

Paul: "I think sincerity was there. I like to be considered a strong man who can move in and sell but I find I was sensitive. I would back off. Arthur Miller said, 'A guy has a lot of heart but that doesn't ring up the cash register.'"

"Negative" was a big word in "Salesman" "Don't be negative," the sales manager said. "Don't be negative," the other salesman said as Paul grew more depressed. In one poignant scene, Paul

muttered about the territory being lousy and stares at the walls of the motel while Ray thumbs through his stack of orders.

"I had a hot day," Ray says, "and Paul was being so negative. I was trying to stay away, because that radiates, being negative. But I should have been more compassionate with Paul, tried to help him keep himself up—"

Paul: "You keep pulling yourself by your bootstraps. All Salesmen are like that. I was discouraged. But say you get a .300 hitter and for a couple weeks he's hitting .000. He gets depressed. But it doesn't mean he's really a .000 hitter. Any guy to be a success has to work his fanny off. I have a tendency to gripe about my troubles, to say 'cripes, things are bad.' But I think about that 82-year-old woman flying that plane. She stuck in my mind, that 82-year-old woman." 

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the light-as-air MOUSSE

By Dorothy Crandall

Mousse is a humorous sounding dish to end dinner. But once the light-as-air and velvet smooth dessert is tasted—well!

Mousse is formidable—formi-dabl, the French say with a knowing nod, for they invented it.

American cooks have perfected the recipe and made it their own. Prepare your mousse the day before and refrigerate it . . . ready to unmold and serve elegantly as at La Tour d'Argent, at 15 quai de la Tournelle, in Paris.

The airy texture and sturdy yet spoon-tender shape of these two recipes for mousse is due to unflavored gelatin, a shelf-ready and easy to use ingredient. Simply dissolve the gelatin, sugar and salt in liquid—that's all the cooking required. Add remaining ingredients, turn into a mold and chill until firm.

A pretty mold adds to the elegance of your mousse and our photo shows two handsome ones. Use these for other than dessert mousses, for the term includes others made with meat, game, fish or shellfish. A mousse must be very light and delicate-tasting but the flavor is up to you—and your palate.

What makes mousse especially attractive in summer is the cool light look and the make-ahead quality. Do it today for tomorrow or the day after. And its little cooking (heating is about all that's required) suggests that we include another gelatin dessert to store in the refrigerator and serve at will: no-bake cheese cake.

CHOCOLATE AU LAIT MOUSSE

- | | |
|--------------------------------|------------------------------|
| 1 envelope unflavored gelatine | 1 6-ounce package (1 cup) |
| 1/2 cup sugar | semi-sweet chocolate morsels |
| 1/8 teaspoon salt | 1 teaspoon vanilla |
| 1 1/4 cups milk | 1 cup heavy cream, whipped |

Mix together gelatine, sugar and salt in 2 1/2-quart saucepan. Stir in milk and semi-sweet chocolate morsels. Place over medium heat, stirring constantly, until gelatine is dissolved and chocolate is melted. Remove from heat; beat with rotary beater until chocolate is blended. Stir in vanilla. Chill, stirring occasionally, until mixture mounds slightly when dropped from a spoon. Fold in whipped cream. Turn into 4-cup mold or individual serving dishes. Chill until firm. If desired, garnish with additional whipped cream. 8 servings.

CAFE AU LAIT MOUSSE

- | | |
|---------------------------------|----------------------------|
| 2 envelopes unflavored gelatine | 1/8 teaspoon salt |
| 1/2 cup sugar | 2 cups milk, divided |
| 2 tablespoons instant coffee | 1 cup heavy cream, whipped |

Combine gelatine, sugar, coffee, and salt in 2 1/2-quart saucepan. Stir in 1 cup milk. Place over low heat; stir constantly until gelatine dissolves, 3 to 5 minutes. Remove from heat; stir in remaining 1 cup milk. Chill, stirring occasionally, until mixture mounds slightly when dropped from a spoon. Fold in whipped cream. Turn into 4-cup mold or individual serving dishes. Chill until firm. Unmold. If desired, garnish with additional whipped cream. 8 servings.

NO-BAKE CHEESE CAKE

- | | |
|---------------------------------|---|
| 2 envelopes unflavored gelatine | 3 cups (24 ounces) creamed cottage cheese |
| 1 cup sugar | |
| 1/4 teaspoon salt | 1 tablespoon lemon juice |
| 2 eggs separated | 1 teaspoon vanilla |
| 1 cup milk | 1 cup heavy cream, whipped |
| 1 teaspoon grated lemon rind | |

Mix together gelatine, 1/4 cup of the sugar and salt in top of double boiler. Beat together egg yolks and milk; add to gelatine mixture. Cook over boiling water, stirring constantly until gelatine is dissolved, about 6 minutes. Remove from heat; add lemon rind. Chill until mixture rounds slightly when dropped from spoon. While mixture is chilling, prepare Crumb Topping. Then beat cottage cheese on high speed of electric mixer 3 minutes. Stir in lemon juice and vanilla; stir into gelatine mixture. Beat egg whites until stiff, but not dry. Gradually add remaining 1/4 cup sugar and beat until very stiff. Fold into gelatine mixture. Fold in whipped cream. Turn into an 8-inch spring form pan; sprinkle with crumb topping. Chill until firm. Makes 12 servings.

CRUMB TOPPING

- | | |
|-------------------------------|-----------------------|
| 2 tablespoons melted butter | 1/4 teaspoon cinnamon |
| 1 tablespoon sugar | 1/4 teaspoon nutmeg |
| 1/4 cup graham cracker crumbs | |

Combine all ingredients and mix well. (For family size serving—5 to 6—use 1/2 gelatine recipe, but full amount of crumb mixture and put into 8-inch round pan or 9-inch pie pan.)

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Suspended over Seventh Ave., main street of a steel town with a permanent hero for better or worse, hangs a green-and-white banner announcing:

Beaver Falls, Pa. The Home Of JOE WILLIE NAMATH Super Quarterback

By Bill Braucher

Soot blankets from the mills have soiled the cloth colors of the New York Jets to blend with the blackened brick walls of the adjacent Club Naturale. The club, on Seventh Avenue at Eighth Street, features rock groups on weekends and is where the action is for rebels among an otherwise solid majority of the 16,240 population of Beaver Falls.

Eighth Street also marks the "Mason-Dixon Line," so called by natives who separate the haves from the have-nots in the Allegheny foothills 30 miles northwest of Pittsburgh. Above the Namath banner and Club Naturale is a pleasant, leafy community dominated by two-story frame houses and wide, sheltered porches.

BELOW Eighth Street down a steep grade is the "Lower End," grimy and mournful as a Welsh coal town. Joe Namath was born in the heart of the Lower End, at 802 Sixth Street.

On a recent expedition to his old neighborhood, Namath revisited the Club Naturale with a fellow Pennsylvanian, line-backer Myron Pottios of the Los Angeles Rams. Bob McClain Jr., 22-year-old industrial arts instructor at Beaver Falls Area High, was an impressed witness.

"They took over the place," said McClain, "buying for the house, singing and raising hell. Chicks were all over and everybody had a good time."

Like almost everybody in Beaver Falls, McClain is a Namath admirer and defender. "Sure, he's wild. We all get wild sometimes," observed McClain. "But, fortunately, we both got lucky. I had a father who made me get a college degree. Joe had a football."

Bill Braucher spent two weeks talking to relatives, friends and former coaches in Namath's home town.

Namath was McClain's idol as a youth. "I guess he still is, foolish as it might sound. I thought I was too old for hero worship, but I was thrilled — really thrilled — that night at the club when he recognized me by name. He's four years older than I am and didn't even run with our gang. I'm sure he hardly knew me."

McClain, whose family was better off than the five children of John and Rose Namath, ran with the "Bunny Hill" or "Dead End" gang. Except for Seventh Avenue, access to the Lower End was blocked by dead-end barricades fronting a ravine behind the Eighth Street Mason-Dixon Line. The littered ravine area was a frequent gang battlefield.

Geography gave McClain's Dead-Enders an edge over the Lower-Enders and helped account for the strong right arm Namath developed. "We would sometimes fight by throwing scrap from the mill old tube castings and junk," said McClain. "The Lower-Enders had to throw uphill."

LIKE many facets of Joe Namath, with his keen sense of the theatrical, "Willie" is a put-on, contrived at Alabama when he encountered Southerners with little boys' first or middle names.

Joseph Alexander Namath, as he was baptized at St. Mary's Catholic Church in 1943, had to throw uphill in most respects until he received more than \$400,000 to play quarterback for the Jets in 1965.

Although Joe's father did as well as most employed by Babcock and Wilcox Steel, meaning the vast majority of Beaver Falls males, John Namath can recall the desperate poverty of the 1930s.

Minimum wage laws championed by President Roosevelt, whose photographs still adorn walls in the Lower End, and

the World War II production boom boosted mill incomes. Even today, however, salaries of \$10,000 a year are as rare as Republicans among 124,000 people in the blue-collar milieu of industrialized Beaver Valley.

BEWEEN the bar whiskey and beer chaser, still available for 50 cents in neighborhood taverns, mill hands complain that U.S. Steel sold more than \$4 billion worth of products and earned \$172.5 million net income last year without paying "a goddam penny" of corporate net income tax.

"Perfectly legal," noted a Seventh Avenue bartender during a typical harangue, "because of the plant depreciation factor."

A blackmailed customer glared at the bartender. "Depreciation factor my ass," he snapped. "We're the ones depreciating."

The workers hit back. Tax levies are usually doomed, along with the politicians introducing them. Among those caught in the middle are Beaver County teachers, who last Spring threatened to strike unless their starting salaries were raised from \$5800 a year.

Athletics offer a release for both groups and are closely attended in the Beaver Valley, besides giving athletes opportunities to crash out of the mills.

Namath is the prominent example. At Ernie Phillips' Morado Grill, pictures and clippings of Joe's exploits cover the walls. Phillips' tavern borders 47th Street, near Geneva College in an upland, residential area.

AS Babcock and Wilcox wages increased, steelmen fled the Lower End leaving the erosion to "the colored" and "the DPs" (immigrants). But the roots remain, and Ernie Phillips prudently retains products to suit every need over and above beer and whiskey and tables for ladies.

"Joe will make it," said Phillips. "He told me he wants to settle down here some day and I think he means it. He's just sowing wild oats. It's like a guy from Pittsburgh once wrote. He said if Mark Twain had met Joe Namath, nobody would have heard of Tom Sawyer."

"Joe had it tough growing up, like most people here. But I bet he wouldn't trade it, except for family problems. It's too bad about those."

AT the bar, Mrs. Margaret Kondracki overheard and agreed. Her son Stan was a Namath high school teammate. "Joey was no better or no worse than most other boys in the Lower End," said Mrs. Kondracki. "Those who run him down are just jealous."

"Oh, Joey might have got away with a little more. He had big hands, like his mother's. She would take him to the store and he'd come out with a pile of fruit

Milltown neighbors talk a lot about one of their own

tucked in his shirt and pants. He must owe the A & P a carload of fruit."

Even when he escaped the Lower End in high school, the circumstances were strained for Joe Namath. His parents divorced. Joe, youngest of the children by six years, climbed the hill with his mother, who got a job at W. T. Grant's department store on Seventh Avenue.

Mother and son lived above a bar, Club 23 at Sixth Avenue and 23rd Street. They lived there when Joe led the Beaver Falls Tigers to the Western Pennsylvania Interscholastic League football championship in 1960.

The Tigers also won the 1960 baseball title, and might have added a basketball title had Namath not been kicked off the squad.

"Joe was a good basketball player," said Joe Tronzo, who as sports editor of the Beaver Falls News-Tribune once ran for mayor (and lost). "But one day he got mad about something and just walked off the floor. Coach Nate Lippe, who has since died, had no choice but to throw him off the team."

Lippe also told Namath that, with his temperament and habits, he would never make it in athletics.

IN any case Namath was not the regular Beaver Falls quarterback until his senior year. An injury suffered by Rich Niedbela (who accepted a University of Miami scholarship but never made the squad) thrust Namath into the job near the end of the 1959 season.

"Joe was small, only about 5-7 and 135 pounds as a sophomore," said Bill Ross, now the school's athletic director. "But he was always a scrapper and you could see the ability in him."

Larry Bruno, who succeeded Ross as football coach in 1959, went further. "A great athlete, little though he was, utterly dedicated and a boy who knew no fear."

"But he had problems, deep personal problems when his parents separated and the family broke up. I know. I'm from a broken home myself. I know how tough it can be for a kid of high-school age."

"Joe's parents are good, hard-working people," said Bruno, a father-confessor to Namath then and still a close friend. "But the sympathies of the children usually go with the mother and for a time Joe and his dad didn't get along."

IN trouble, Joe turned to Bruno. It was his coach who bailed him from jail after an incident Bruno calls "completely exaggerated." Joe had scaled the roof of the Sahli Chevrolet building on Seventh Avenue and shinnied up a flagpole, intent on flying the pennant of the Beaver Falls Tigers. A crowd gathered, including police who charged Joe with disorderly conduct and disturbing the peace.

"It was nothing at all," said Bruno. "Joe took down some balloon advertising used cars."

continued



Joe Namath at age 4, by Globe artist Larry Johnson.

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154	145	37	30	40	36	27 1/4	38 1/4
150	145	38	28	40	37 1/2	28	39
140	134	35	28 1/2	38 1/2	35	26 1/4	38
138	135	36 1/4	28 1/4	39 1/4	36 1/2	28	39 1/2
132	128	36 1/2	31 1/2	38	36 1/2	31	38
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"... if Mark Twain had met Joe Namath, nobody would have heard of Tom Sawyer."

Namath

"There's another story that he used to break into the gym on Sundays," added Bruno. "Nobody bothers to add that I told Joe he could go in there any time. I gave the kid a key. After all, where was he to go? He didn't have a home."

On Dad's Night in 1960, Joe balked at being introduced with his father on the Geneva College field, jammed by the usual 10,000-odd mill workers and their families who watched Beaver Falls play football.

"John was naturally very proud of the boy," said Bruno. "It would have broken his heart to be ignored. I told Joe he'd better get his fanny out there with his dad or else. I didn't know what the 'or else' would be at the time, I'll tell you that. I wasn't dumb enough to throw the best quarterback I ever saw off my team."

"Anyway, Joe decided to walk with his dad. I think he would have done it on his own after thinking it over. He was a confused boy with so much pride, so much sensitivity. He still worries about his family. But he gets along with his dad now and has for some time. He's very good to both his parents."

JULIUS Vigosky doubts the Oedipal scars ever healed. The 53-year-old Vigosky is called "The Intellectual" in a town where less than half Beaver Falls High graduates attend college. Vigosky has had time to think since an enamel company burned to the ground two years ago and left its foremost artist jobless. But Vigosky exists comfortably on his wits while functioning as historian and collector of memorabilia.

"When Joe Namath needed help and needed advice, he didn't get it," said Vigosky, another Lower End fugitive. "Joe got to hanging around bars and running with broads, although for the life of me I see no harm in broads as long as they're nice and clean. He never had anyone to turn to, except Larry Bruno."

"But he beat his problems and became a man, and he did it all himself. He owes nobody nothing and asks for nothing. He's not what you'd call polished, but nobody in Beaver Falls is polished. This town is real and it's honest, and so is Joe Namath. What more can you ask in a man?"

JOEY was a good kid. He always obeyed," said Mrs. Rose Szolnoki. "He came home at 6:30 almost every night after practice. He was always practicing something, playing ball. He'd be so tired he

could hardly drag himself home. He was such a little kid."

A few years after divorcing John Namath, Rose married Steve Szolnoki. They no longer live together. "He was from the old country," she said. "When Joey got all that money, Steve decided the streets were paved with gold. He quit working and kept making demands. It couldn't go on that way."

So Rose Szolnoki lives alone in a neat but unpretentious white bungalow on Ross Hill Road overlooking Beaver Valley. Joe bought the home in the middle-income Patterson Heights suburb and stocked it with furniture ranging from practical to exotic. A hand-carved, teakwood end table is a product of the quarterback's Far East tour after the Super Bowl.

"Joey let on like he was just taking me out to dinner," said his mother, indicating an elegant radio-television-stereo set in the living room. "While we were out he had it delivered. Isn't it beautiful?"

Television brings her son back home but is a source of anxiety for Mrs. Szolnoki, a handsome woman of Hungarian birth like John Namath. "I still can't believe it's

really Joey on the screen. I sit here and there he is in front of me.

"But every minute I hope he quits. The doctors have told him to quit. Everybody who loves him has asked him to quit. He seldom lets on anything is wrong with his legs, and sometimes he gets mad if I bring it up. But I know they pain him. He's my son, and I can see the pain in his eyes, and I worry. I don't want him crippled."

LAST season Rose Szolnoki lit religious candles and prayed to one or another of the saints whose icons are evident throughout the five-room house. "I pray to one saint when he has the ball and to another when the other team has it.

"Joey gets a kick out of it. He says I have an offensive saint and a defensive saint. He's always making cracks like that. I guess some of them get him in trouble. But he doesn't mean anything by it. That's just Joey."

A statue of The Blessed Mother rests on a kitchen table. "Sometimes when Joey passes it, he pats her on the head. It's his way of thanking her for everything."

Because memories and loneliness come crowding in ("It could have been so good if

the family had stayed together."). Rose Szolnoki works five hours a day in Laine's Pharmacy across the Beaver River in New Brighton. Often, while crossing the old bridge, she thinks of Joey making dough balls for bait or she regrets scolding him for preserving a worm collection in the refrigerator.

"I get so bored and depressed up here on the hill, I started working to keep myself busy," she explained. "People may think it's terrible that Joe Namath's mother works in a drug store, but I'm busy there and that's what matters. I'm working because I want to, not because I have to."

JOE's father, an agreeable but quiet man who guards his opinions and his memories, is a roller on a hot mill for Babcock and Wilcox. The mill is a way of life for 62-year-old John Namath, who now lives in New Brighton and last left home to attend the Super Bowl.

The rest of the family have evaded the mill. John Jr., 37, is a Chief Warrant Officer and career soldier. With Joe's financial

continued

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Namath

help. 35-year-old Bob operates Namath's Lounge and bowling alley in the nearby borough of Monaca. Frank, 32, sells insurance in suburban Detroit. Rita, 32, and adopted at age eight, is a New Jersey housewife with five children.

"There are 17 grandchildren," said Mrs. Rose Szolnoki with pride. "Joey's an uncle 17 times." She reflected a few moments before thinking aloud. "I wish Joey would find a nice girl and settle down here."

THE girl for Joey would know how to make soup. "Hunkie soup, he calls it," said his mother. "Home-made with square noodles and beef. I put carrots and onions in whole and slice the cabbage in halves. Some day I'll put some pumpkin seeds in. He's crazy about pumpkin seeds."

"I love to see him eat because he was so tiny as a boy. John, Robert and Franklin would play ball and put Joey away down at the other end. If they missed the ball, Joey would chase it. His sister Rita used to yell out at them and say, 'Don't throw so hard at that little kid.'"

"Robert and Franklin taught him to throw the ball over the telephone wires and trees. Joey got so he could throw the ball out of sight and he could hit a stump from 40 yards away."

Joey had difficulty avoiding windows, however. He shattered so much glass in the nearby Fame Laundry, said his father, that the windows were wired up.

Julius Vigosky discounts the laundry story. Vigosky claims the 7-Up bottling plant was Joe's principal target. In any case both buildings were in the Lower End and vulnerable.

"Joey didn't have much time for anything but playing ball," said his mother. "All three of his brothers were altar boys at St. Mary's, so Joey became an altar boy. But it didn't last long. He always had one eye on the gym. He went there every morning before school started."

"He quit serving Mass because it was just too long, he said. It gave him no time to practice."

NAMATH left St. Mary's elementary school in the seventh grade for Beaver Falls Junior High, where athletics were organized under Coach Bruno Campese. Joe excelled in all sports despite his smallness. He quarterbacked the football team and made a mini-name for himself in the valley as a standout for Jack Morris's Elks Club baseball team and Dick Cairns' midget footballers.

"A great athlete, little though he was, utterly dedicated and a boy who knew no fear."

On and off the field, Joe accepted his surroundings and associates as he found them. Democracy was inevitable in the Lower End, a polyglot neighborhood mostly of Hungarians, Poles, Negroes and Italians. Of about 1000 Negroes in Beaver Falls, most lived down the hill. One, Linwood Alford, lived across Sixth Street from the Namaths and was Joe's closest friend.

Linwood's mother would occasionally police the boys if they grew too frisky, and for that purpose kept a pile of bricks at arm's length as she rocked gently but vigilantly on the front porch. Sixth Street alumni attest both her arm and aim were in the Bob Gibson class.

Linwood recalled a critical day he and Joe were in desperate need of \$2 to attend a dance. Both were high school seniors and decided to probe Coach Larry Bruno's generosity.

Bruno was more than a football coach. He served as counselor, defender and occasional provider. Even the Italians conceded that Bruno's wife, Ginny, served the best spaghetti in existence. Namath remains a regular customer on Beaver Falls visits.

"Alford had this moldy pickup truck, a bad sight in itself," said Bruno. "He and Joe offered to haul all the rubbish away from our house for \$2 so they could make the dance."

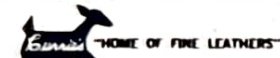
"By the time they filled the truck full of junk, it could hardly make the hill. Garbage and trash were flying off into the street and the two of them were laughing themselves sick. Just to be on that stinking truck would have made me sick."

"To think," said Bruno, shaking his head, "that four years later Joe got \$400,000."

IN 11 years at Beaver Falls, the 47-year-old Bruno has had one losing season. Steelmen long ago stopped calling him in the middle of the night with threats or advice. But the 1960 season, Namath's senior year, stands out for both the steelmen and the coach.

Consensus is that Bruno's patience, encouragement and kindness prodded Namath to reach the potential that made him a target of more than 100 colleges and afforded him the luxury of rejecting a \$50,000 baseball offer from the Chicago Cubs.

The same season, when the family breakup hit hardest and a shoulder separation nearly destroyed his football future, also marked the beginning of the mental and physical anxieties that would recur throughout Namath's career and



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keep the notion of retirement uppermost in his mind at age 26.

Bruno disclaims credit for Namath's prowess. "If I did it, why don't I have a great quarterback every year?" On the contrary, Bruno says Namath "has done so much for Beaver Falls that we owe him. He put us on the map. He opened doors for me I could never have come near on my own."

Accordingly, Bruno was in the van when the town threw a day for Namath last May. Joe got a hero's parade and a roaring welcome from a capacity house of 1,300 who packed the Geneva College Field House and paid \$10 a plate.

"Joe was very reluctant at first," said Bruno. "Typically, he didn't want people going to all the bother. Besides, Joe was a little bitter at Beaver Falls for a while. Some said he was getting too big to remember his friends. Others said he dodged the draft."

Bruno grew angry thinking about it. "All that is the most vicious kind of bull," he snapped. "Joe was turned down by the draft board right here, and anybody who ever took a look at those maps carved on his knees knows why."

"And anyone knowing Joe would never accuse him of forgetting his friends. Hell, that's his trouble, some of his friends. The reason he needs Mike Bite (Namath's lawyer) is because he'd give away every dime he has."

BRUNO'S persuasion got Namath to suffer the homecoming celebrations. "But only if he could bring John Sample, Don Maynard and George Sauer along. He wanted his teammates to be recognized."

"Unselfishness is one of the fine attributes in Joe. Honesty is the other. People who knock him have no idea what a wonderful guy he is down deep in his heart. Once, kidding, I asked him for 10 bucks. I knew he never had a dime. He asked me if I really needed it. I told him I did, and then forgot about it."

"Well don't you know he came back a while later with 10 bucks? He'd managed to borrow it somewhere. When my wife was in the hospital he was the first guy to visit her."

"Oh, he can be a bastard like anybody else in a joint with a bunch of clowns. But he's never been disrespectful to anyone I've ever been around. I don't know how he operates in Miami or New York, but in Beaver Falls he stands up when a lady enters the room and he watches his language."

"They say he runs with girls," said

Bruno, and laughed until he had to remove his dark-rimmed glasses and wipe his eyes. "What the hell, if he ran with boys it might be something to worry about."

BRUNO pointed out that an instance of pathological honesty almost finished Namath in football at Alabama. The quarterback had been drinking beer in a Tuscaloosa tavern with a few teammates. Under Coach Paul (Bear) Bryant, viticultural pursuits by athletes are unthinkable.

"Bryant heard something about it, but the story was unsubstantiated," said Bruno. "Bryant said that the next morning when he sent for Joe, all the boy had to say was no, he hadn't been drinking. Bryant even had his head down. He was staring at his desk so Joe wouldn't have to look him in the eye. He was praying Joe would say no, he said, because he knew it would be the truth and the reports would be false."

"But Joe said yes, he'd been drinking, and Bryant was forced to kick him off the squad. But that's all Joe said. He never copped out on the guys who were with him."

"Joe could have chuckled it all right then," Bruno observed. "But he didn't. Not only did he come back his senior year, but he was unanimously elected captain. Now doesn't that tell you something about the way he was respected?"

FILMS of No. 19 (Namath's idol was Johnny Unitas) in action for Beaver Falls show a multi-talented quarterback with considerably more equipment than a throwing arm. The Tigers ran what Bruno called a "Variable T," replete with quarterback run-pass options and patterned after the pro attack to the extent Namath called "automatics" (changed plays) at the line of scrimmage.

With two good legs, Namath displayed an elusive and powerful running style, as he did at Alabama before the first of three knee operations stunted his mobility.

"A lot of people may not realize that Joe is a highly intelligent individual," said Bruno, happily grinding the movie projector at a white board in his darkened office. "He had an IQ of 117 and was a C student without trying. He wasn't much for the books."

"Once I asked him why he didn't get just one B for a change. It was a challenge. He said, 'You don't think I can do it, right?' Well, he got the B, I forget what course, but he got it."

Bruno rates Namath's hands and wrists the last of "three great qualities" that made him unique. The first is leadership.

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Suave Joe Namath with date Joyce Hupp at Beaver Falls High senior prom. Below, Joe at age 3.



"They say he runs with girls. What the hell, if he ran with boys it might be something to worry about."

Namath

"Never was he selfish — never. We had a halfback, Bo Hayden, with a chance to win the state scoring title (for AA schools with more than 1000 enrollment). Joe gave the ball to Hayden whenever we were in close with a chance to score. Joe could have sneaked over himself many a time, but that wasn't his way.

"When Joe called a play, the whole team felt it would work. He had that kind of confidence, not cockiness, and he still has it. When he guaranteed the Super Bowl victory, the Jets believed in him. That's leadership."

THE second quality, said Bruno, is ability to read defenses. "It's next to impossible teaching a high school kid to call automatics," said the coach. "But Joe had it from the start. He had a positive genius for spotting weaknesses and attacking them."

The Tigers' closest game was a 25-13 victory over Ambridge. It was close because Namath played quarterback with a shoulder separation.

"It was the fourth game of the season," said Bruno, "and by then we knew with a little luck we were headed for a championship."

Early in the game, however, Namath emerged from a pile with his right shoulder dangling.

"I knew it was bad when he came to the sidelines," said Bruno. "It was just hanging there. But Joe got the trainer to bind up

the shoulder with a makeshift strap and insisted on going back in.

"They had us, 6-0, when Joe came back two minutes before the half. On the first play he threw what we called a "Transcontinental Pass," and hit Krzeminski for 40 yards and the touchdown that put life in us."

AFTER the game, the team physician examined the shoulder and told Namath he was finished with football, probably for good.

"Joe had tears in his eyes. I'll never forget it," said Bruno. "He just kept saying, 'I'm gonna play.'"

The coach consulted an orthopedic surgeon, "Dr. Eugene Berkman, a great man. Without him, I don't think Joe would have played again."

Dr. Berkman examined the injury, treated it and said Namath could play if the shoulder were properly strapped and protected.

"Fortunately," said Bruno, "we had an open date before our next game. Joe got some rest and nobody came close to us the rest of the year. I think that injury was the turning point of Joe's career. He learned to conquer the worst kind of pain."

THE rush for Namath's services was wholesale. Joe visited campuses throughout America. "When he wasn't off somewhere," said Bruno, "the scouts and coaches would come to Beaver Falls. Some of it was pretty bad.

"A guy from the Big Ten came to see me. He said he could make it worthwhile for everybody if I would use a little influence on Joe. While he talked, the guy shuffled a wad of bills like a deck of cards. They were big bills and I'd guess there must have been at least 600 bucks altogether."

When Namath's mother was ailing, a prominent Midwest university had her examined and treated in a Pittsburgh hospital, expenses paid, with the tacit understanding Joe would appreciate the gesture.

"Notre Dame would have been Joe's first choice," said Bruno. "They contacted him and made him feel they were interested. But he never heard from them again. I guess they figured they had him sewed up."

After Notre Dame came Maryland. Namath liked the location, the atmosphere and the coaches.

Roland Arrigoni, an assistant to head coach Tom Nugent at Maryland, was enthusiastic over landing the player scouts called "the best high school quarterback in the country." The obstacles were those C grades.


"But once Joe made up his mind, he had his heart set on Maryland," said Bruno. "He even took the college examinations twice, once scoring 723 and the second time 732. He needed 750."

Nugent tried pulling strings, to no avail.

According to Nugent, the registrar simply glanced through Namath's transcripts and said, "I can promise you, Mr. Namath, that with these grades you will never graduate from this university."

Nugent got in touch with Alabama's Bryant, who knew all about Namath.

Bryant wasted no time. Howard Schnellenberger of Alabama's staff had been Kentucky assistant when Bob Namath attended the school and knew the family. He hurried to Beaver Falls and returned with Namath.

Joe didn't graduate from Alabama either. He still needs a few hours for an industrial arts degree. But he doesn't need them very badly. 

Crossword

ACROSS

- 1 Concrete mixture.
- 2 Secondary team.
- 3 Droom.
- 4 John P., the March King.
- 5 Animated.
- 6 Rebelled.
- 7 Muse.
- 8 Implored.
- 9 African river.
- 10 Lights for stars.
- 11 Uncouth people.
- 12 Pedestal.
- 13 Saint who wrote "The Fountain of Wisdom."
- 14 Atlas pages.
- 15 Direction.
- 16 Giant great.
- 17 Grain of cereal.
- 18 Atom.
- 19 Brace.
- 20 Progeny.
- 21 Johnny Chapman's sobriquet.
- 22 D. of I. signature.
- 23 Sign of aging chin.
- 24 Anonymous John.
- 25 Dines.
- 26 Unfeeling.
- 27 "— a dollar."
- 28 Appease.
- 29 Ran "through the tulips."
- 30 Sesame.
- 31 Now: abbr.
- 32 Obstacle.
- 33 Crosses.
- 34 Churl.
- 35 Fraternal order.
- 36 Babbles.
- 37 Persia.
- 38 By way of

- 39 Gumbo.
- 40 Spools of film.
- 41 Johnny come —
- 42 Man's name.
- 43 Go formal.
- 44 French coin.
- 45 Affection.
- 46 Contender.
- 47 Relative of B.A.
- 48 Meat dish.
- 49 Record.
- 50 Apportion again.
- 51 Exonerate.
- 52 Above.
- 53 Obtained.
- 54 Highway.
- 55 Hang loosely.
- 56 Girl's name.
- 57 Card game.
- 58 Kind of house cover.
- 59 Special group.
- 60 Money, in Italy.
- 61 John —, symbol of authority.
- 62 Pray.
- 63 Fruit.
- 64 Vie.
- 65 Not up to schedule.
- 66 Ever so long.
- 67 Music direction.
- 68 Colleague of Currier and Ives.
- 69 John, the naturalist.
- 70 Nursery rhyme character.
- 71 "Dye ken John —."
- 72 College subject: abbr.
- 73 Auditor: abbr.
- 74 Scram.

- 75 Parrot.
- 76 Choice: abbr.
- 77 Unite.
- 78 Personification of tipping.
- 79 Wan by —
- 80 Private instructor.
- 81 Diamond weight.
- 82 Auriculate.
- 83 Durocher's nickname.
- 84 Put out of mind.
- 85 Bring joy.
- 86 Speedily.
- 87 Athletic events.
- 88 Blow on the uplake.
- 89 Fix in the mind.
- 90 Landlord's income.

DOWN

- 1 "... wid my — on my knee."
- 2 John —, apostle to the Indians.
- 3 Tense.
- 4 Stove compartment.
- 5 Roman emperor.
- 6 Playshoe.
- 7 Devised.
- 8 Chamber.
- 9 Annapolis: abbr.
- 10 Girl's nickname.
- 11 Innovated.
- 12 Cupid.
- 13 Minded the baby.
- 14 Footstools: var.
- 15 Inlaid designs.

- 16 Back talk: dial.
- 17 Kilt: var.
- 18 Official decree.
- 19 Feel intuitively.
- 20 Tailed.
- 21 Vain foolishness.
- 22 Fish.
- 23 John —, Italian conspirator.
- 24 Decorate the walls.
- 25 Card game.
- 26 Every bit.
- 27 Feeler.
- 28 Bribe.
- 29 Lampreys.
- 30 Witch's abode.
- 31 Policemen: pl.
- 32 Post office machine.
- 33 Roman official.
- 34 John, the president slayer.
- 35 Long story.
- 36 John D. —.
- 37 Scorches.
- 38 Norwegian poetry.
- 39 Actual.
- 40 Old womanish.
- 41 Actor Grant.
- 42 Labor.
- 43 Italian name for Spill.
- 44 Workman's garment.
- 45 One-masted vessel.
- 46 Road sign.
- 47 Worm.
- 48 Fanon.
- 49 Replacement, for short.
- 50 At all.
- 51 Grippe.
- 52 Medic.

- 53 Sanskrit.
- 54 Biblical spy.
- 55 Expiate.
- 56 Blow a horn.
- 57 Indian princess.
- 58 Secular.
- 59 Winged.
- 60 More biting.
- 61 Meal ground by hand.
- 62 Pronoun.
- 63 Raise in rank.
- 64 Bill of fare.
- 65 Sewing stitch.
- 66 Exceeds.
- 67 Oriental nanny.
- 68 Coin of Iran.
- 69 Indite.
- 70 In addition.
- 71 Mr. Cerf's specialty.
- 72 Animal track.
- 73 Unappreciative one.
- 74 One.
- 75 Auto speed: abbr.
- 76 Connecticut resident.
- 77 Left waiting at the altar.
- 78 Hymn.
- 79 Counting out word.
- 80 Marry in haste.
- 81 Indian tribe.
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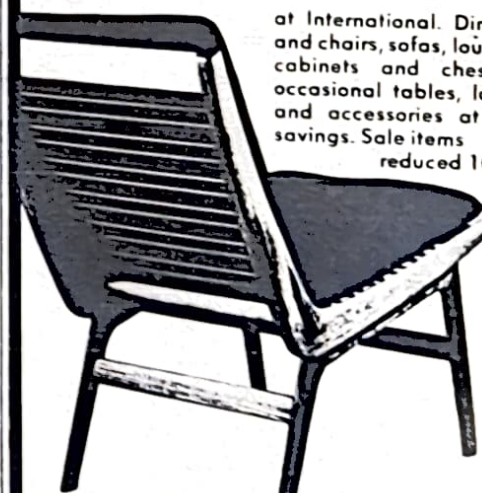
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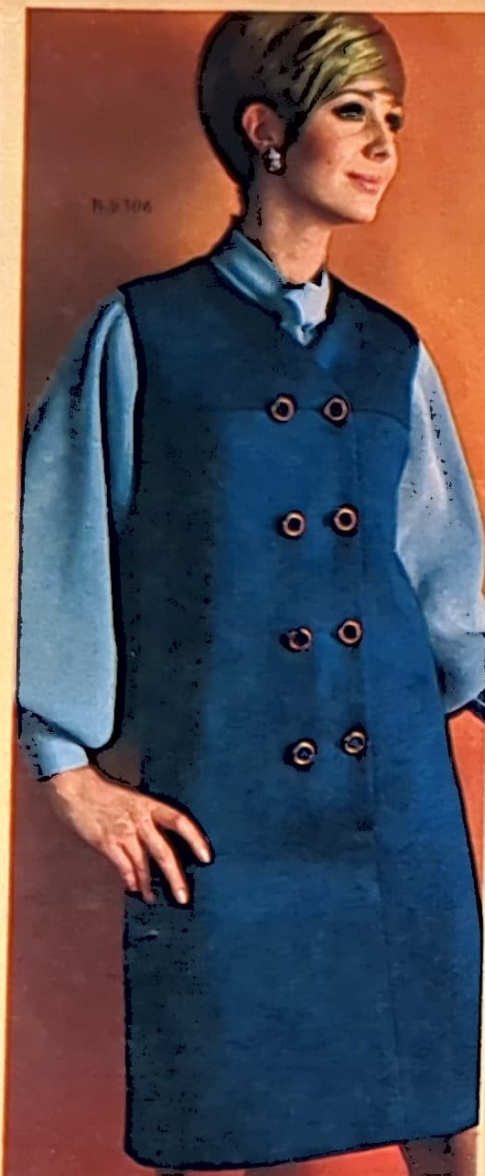
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